

# Rotary District 7090

## Strategic Plan 2020-2023

### Rotary International Vision

Together we see a world where people ***unite*** and ***take action*** to ***create lasting change*** across the globe, in our communities and in ourselves

#### ROTARY DISTRICT 7090 JUNE 2020

Our Rotary Family today consists of:

- 2082 Rotarians
- 67 Rotary Clubs
- 11 Rotaract Clubs
- 2 E-Clubs
- 0 Satellite or Passport Clubs

Largest reported age group was 70 years of age or older.

District relevance rating at 3.3 / 5 or 66% as noted in June 2020 survey.

#### FIVE STRATEGIC DIRECTIONS

**Drive Membership  
Innovation**

**Inspire Action  
through Education  
and Dialogue**

**Build Awareness of  
our Impact and Brand**

**Increase Member  
Support for the  
Foundation**

**More Clubs engaged  
in Youth Programs**

#### STRATEGIC PLAN OUTCOMES JUNE 2023

Our Rotary family is growing with:

2200 Rotarians

12 Vibrant Rotaract Clubs

8+ e-clubs, satellite & / or passport clubs

Rotaract intertwined with our traditional clubs

Increase in number of clubs showcasing projects, hours and \$ given

Clubs more fully utilize the resources of District resulting in relevance rating of 4.0 or higher in district survey.

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## Rotary 7090 Mission:

Inspiring and supporting all the clubs in Rotary District 7090 to be the best they can be

### Action Plan for 2021-2022 Rotary Year

#### Strategy #1: Drive Membership Innovation

- A. Host quarterly "Rotary 101" chats for new members to educate them on the benefits of Rotary membership**
  - June 30, 2022 GOAL: 75% attendance by new members
- B. Develop new satellite clubs/passport club and help Rotaract clubs to become more vibrant**
  - June 30, 2022 GOAL: 10 clubs total (either new types of clubs + more Rotaract clubs with more members)
- C. Hold 3 large scale "days of service" events where 20% of the participants are not yet Rotarians**
  - June 30, 2022 GOAL: 60 non-Rotarians in participation
- D. Coach Clubs to improve attrition/attraction rates to be in the "green zone"**
  - June 30, 2022 GOAL: 10 clubs to be strong in both attraction and attrition rates

#### Strategy #2: Inspire Action through Education and Dialogue

- A. Promote training events so Rotarians can plan in advance**
  - September 2021 GOAL: 2021-22 Training Calendar available by Sept 1, 2021
- B. Provide short educational videos for Clubs to show during meetings that promote discussion / action by clubs**
  - June 30, 2022 – Have 10 videos that have been used by clubs
- C. Encourage clubs to invite district volunteers to be speakers at clubs & members to attend educational 7090 events**
  - June 30, 2022 – 80% of clubs either had a district speaker or members attending Web Talks / RLI
- D. Continue to adapt club training to a participant-centered approach that delivers value and engages more members**
  - May 30, 2022 – 325 participants registered for Club Training Assembly (up from 250 in May 2021)

#### Strategy #3: Build Awareness of Our Impact and Brand

- A. Identify a Public Image Lead for each Club**
  - June 30, 2022 Goal: 80% of survey respondents reporting a PI lead (up from 61% in May 2021 District Survey)
- B. Create / share brand awareness campaigns on social media which can be shared / utilized by all clubs**
  - June 30, 2022 – Developed three different campaigns and each one has at least 60% of clubs re-posting
- C. Develop strategy to drive more traffic to District website to use the resources that are there to help clubs**
  - June 30, 2022 - 25% increase in traffic – compared to June 30, 2020
- D. Continue helping clubs to keep their websites refreshed & relevant** by hosting follow up meetings with participating clubs to ensure feeds are current and content relevant and reward clubs with Public Image Recognition Awards
  - June 30, 2022 – have 60% of clubs receiving our new Public Image Recognition Award (to be created)

## Action Plan for 2021-2022 Rotary Year continued...

### Strategy #4: Increase Member Support for the Foundation

- A. **Create an inspirational presentation on the work of The Rotary Foundation** and share with at least 50% of Clubs. According to May 2020 survey, they seek one more focused on impact of contributions and less on mechanics of giving.
- June 30, 2022 Goal: 33 club presentations have been given
- B. **Educate Rotaract Clubs on how to get involved in district and global grants to inspire participation**
- June 30, 2022 - Goal: 1 Rotaract club actively participates and 20 Rotoracters giving to TRF
- C. **Help members to better understand the Annual Fund and how it helps change lives locally and globally**
- June 30, 2022 – Achieved a 10% increase in the number of Rotarians in our district giving to the Annual Fund
- D. **Develop a “plug-n-play” campaign that clubs can use to educate and celebrate Foundation month**
- November 30, 2021 Goal – the plug and play campaign has been shared with and used by 40% of clubs

### Strategy #5: More Clubs Engaged in Youth Programs

- A. **Promote more short term & new generations exchange** as a way to introduce club members and families to alternative forms of youth exchange that change lives and engage more teenagers and young adults with Rotary
- June 30, 2022 Goal – Four more clubs have either engaged in Short Term Exchange or New Generations Exchange
- B. **Create a way to showcase some of our youth programs** (involving graduates) and bring these messages out to clubs via Web Talks or club visits
- June 30, 2022 Goal – 50% of our clubs have either had a member attend a WebTalk on Youth Projects or that club had a speaker on youth programs as part of the club meeting
- C. **Find a way to increase the number of clubs hosting an inbound / outbound student in 2022-2023**– this means finding some new ways to get more clubs to engage and help find host families ready to be part in this program
- June 30, 2022 – have a 10% increase in the number of clubs that are ready to sponsor a student in the coming year compared to number of clubs participating in 2019-2020 exchange program
- D. **Refresh and revitalize the RYLA program** – so it is ready to be fully rolled out in the Summer of 2022
- June 30, 2022 – Have a 10% increase in the number of RYLA participants applying to take part in Summer 2022

## Guiding Principles for Our Rotary District Strategic Plan

- Report on strategic plan progress at every Council meeting – using the time to get more ideas on how best to implement
- Include Rotaract members within each of our strategies – ensure Rotary Clubs and Rotaract Clubs are intertwined
- Develop diversity, equity and inclusion tactics that help us inspire membership innovation and youth engagement
- Promote a “member-centric” approach as a District – we are here to serve members in clubs
- Work to ensure all District committees are working in an interdependent fashion and all district volunteers can see the part that they can play in helping us to implement our 2021-2022 Action Plan