

STRATEGIC PLAN

July 2015- June 2018

OUR VISION

Rotary Clubs are at the heart of Rotary International. Rotary International District 6630 enables our Rotary clubs and members to be models of Service Above Self. Our district's responsibility is to effectively respond to our clubs' needs.

OUR MISSION

We develop effective Rotary leaders to strengthen their clubs, our district, and Rotary International.

We support our clubs as they serve their communities and beyond.

We connect district Rotarians to the global works of Rotary International and The Rotary Foundation.

OBJECTIVES AND GOALS

SUSTAINING STRONG DISTRICT LEADERSHIP

Broaden participation in district leadership positions

- Develop a culture that promotes serving at the district level
- Utilize the District 6630 Leadership Program to better expose Rotarians to our operations and committees
- Develop and implement a district committee recruitment plan

Identify and develop prospective district leaders

- Expand participation in Emerging Leaders programs
- Promote participation in Rotary Leadership Institute
- Focus on Assistant Governor development

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STRENGTHENING CLUBS

Plan, implement and promote annual training and education programs

- Assistant Governor training
- PETS
- District Conference
- District Training Assembly
- ONE ROTARY Summit
- Rotary Leadership Institute

Plan, implement, and promote membership growth programs

- Foster club innovation and flexibility to attract new members
- Promote membership diversity
- Discover Rotary summit for non-Rotarians
- Start new, dynamic satellite clubs, Interact and Rotaract clubs

Support club's annual formal goal-setting process to align on current district and RI priorities which include:

- Expanding membership attraction and retention
- Enhancing and unifying public image and branding
- Supporting The Rotary Foundation
- Building leadership development
- Driving service projects
- Utilizing Rotary Club Central to track progress

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Communicate regularly with clubs in ways that help to improve club operations through:

- District leadership face-to-face club and cluster meetings
- District newsletter
- Website and social media

Encourage Rotarians and their clubs to expand their Rotary horizons by:

- Growing Rotary Days efforts
- Promoting participation in multi-club projects, district and international events
- Encouraging Rotarians to visit other clubs

INCREASING FOUNDATION UNDERSTANDING AND SUPPORT

Grow awareness of Rotary International and The Rotary Foundation

- Annual Zone Institute
- Annual Rotary International convention
- Increase awareness of giving opportunities

Maximize humanitarian service

- Publicize and promote district grants
- Leverage exposure during the Foundation Centennial
- Promote Arch Klumph's legacy
- Educate membership on the benefits of Foundation giving
- Improve Foundation outreach beyond our members