EXPAND OUR REACH

Initiative | Activities
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Year 1 - Better communicate our accomplishments (service, foundation, polio eradication, etc.) to both Rotarians and the general public | Provide public image and social media (LinkedIn, Instagram, Twitter, Facebook, etc.)
| training/support to clubs

Year 2 - Spotlight local Rotarians in the local press | Promote articles from the website and district newsletter into the new social media platforms to draw the district members to read these articles and use website resources

Year 2 - Create strategic relationships with other organizations to promote projects/events | Assemble a "playbook" resource of best practices from Rotary Clubs within or outside of District 6630
| Implement District level marketing and PR - include in the district budget

Year 3 | Develop media contacts
| Ask partner organizations to post joint projects on social media
| Develop communication linkages with the underserved (do with not do to)

Notes:
- How can District 6630 expand the communication and public presence?

ENHANCE PARTICIPANT ENGAGEMENT

Initiative | Activities
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Year 1 - Create a culture of innovation in clubs and in the district | Educate clubs on how to attract/retain members and "leash" their clubs
| Promote and market leadership opportunities to attract more members

Year 1 - Create New Clubs | Partner with Interact and Rotaract clubs on joint events
| Develop District 6630 Interact Groups

Year 1 - Stronger ties to clubs through more organized communication/activities/events/Training | Partnership with all Clusters to create a Rotaract Club

Year 1 - Standby monthly District Zoom meeting to discuss new club development

Year 2 - Create strategic relationships with other organizations and promote projects/events | Implement a "Find and Share" Speaker platform

Year 3 | Discuss current activities with District Committees and plans for interaction with clubs

Notes:
- Encourage formation of new clubs
- Discuss communication
- Create more Rotaract clubs

INCREASE OUR IMPACT

Initiative | Activities
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Year 1 - Create a yearly event that promotes a different cause in the community, encourages clubs and/or to clubs to participate on a designated day | Develop and launch a survey to clubs on service projects and funds expended

Year 2 - Create strategic relationships with other organizations and promote projects/events | Conduct a needs assessment to determine interest/needs.
| Identify a service project

Year 2 - District Service Project (possible "universal" needs: Hunger, Children) | Identify District Resources (Time, Talent)

Year 2 - District Service Project (possible "universal" needs: Hunger, Children) | Conduct District Service Project

Year 3 | Consider District-wide Global Project (leads: Water Project in cooperation with Katie Spott; Polar Plus or Trafficking)

Ongoing | Leverage the contacts/networks of well-connected Rotarians

Notes:
- Cooperative efforts will allow us to leverage grant dollars. $2,000 could = $80,000 with the right partners

INCREASE OUR ABILITY TO ADAPT

Initiative | Activities
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Year 1 - Improve the ability to utilize technology | Identify and involve Rotarians with expertise
| Develop a District Technology/Audio Visual team to work with clubs and provide support at district trainings and Conferences.

Year 1 - Promote the effective use of technology | Create a well-defined focus for the committee

Year 1 - Promote the use of technology | Train AIGs to support clubs

Notes:
- District wide or global will show Rotarians the Big Picture

Discussed by: Pat Myers, Kim Harris, Peter Tuttle, Jim McKee, Lee Ouipajain, Joey Bernano

Discussed by: John Bosco, Bruce Delaberry, David Jones, Jim Leslie, Sandy Nagano

Discussed by: Ed Slane, Larry Lohman, Ryan Knotts, Chelsea Talty, Josh Lines, Sheila Hedrick