

**EXPAND OUR REACH**

Initiative	Activities
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
	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
	Encourage Interactors and Rotaractors to join the District's Facebook Page and visit the website
	Identify Rotarians with marketing/PR social media skills
Year 2 - Create strategic relationships with other organizations to promote projects/events	Create a program for Interactors and Rotaractors who have a vocational interest in public relations
	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
	Develop media contacts
Year 3	Ask partner organizations to post joint projects on social media
	Develop communication linkages with the underserved (do with not do to)
Notes:	Develop a Marketing/PR/PI kit for Clubs
How can District 6630 expand the communication and public presence?	
Strengths: Website, newsletter and Facebook. There is a good following of members that are over forty	
Expansion Opportunities: Expand beyond Facebook to incorporate younger audiences.	
Great website content; not many members use it as a resource; fantastic newsletter, but not all members open it.	
Discussed by: Adam Sonnhalter, Julie Brandle, John Shulan, Beverly Ghent-Skrzynski, Maureen Garnett	

**ENHANCE PARTICIPANT ENGAGEMENT**

Initiative	Activities
Year 1 - Create a culture of innovation in clubs and in the district	Educate clubs on how to attract/retain members and "reshape" their clubs
	Promote and market leadership opportunities to attract more members
	Partner with Interact and Rotaract clubs on joint events
	Develop District 6630 Interest Groups
Year 1 - Create New clubs	Host district-wide new member meetings
	Partnership with all Clusters to create a Rotaract Club
Year 1 - Stronger ties to clubs through more organized communication/activities/events /training	Standing monthly District Zoom meeting to discuss new club development
	Implement a "Find and Share" Speaker platform
	Discuss current activities with District Committees and plans for interaction with clubs
	Membership Committee Members engage their club and one other to increase interaction with District
Notes:	
- Encourage formation of new clubs	
- Create more Rotaract clubs	
Discussed by: Pat Myers, Kim Harris, Peter Tuttle, Jim McKee, Lee Quignano, Joey Bernano	

**INCREASE OUR IMPACT**

Initiative	Activities
Year 1 - Create a yearly event that promotes a different cause in the community, encourages clusters and/or clubs to participate on a designated day	Develop and launch a survey to clubs on service projects and funds expended
	Conduct a needs assessment to determine interest/needs.
	Identify a service project
	Identify District Resources (Time, Talent)
Year 2 - Create strategic relationships with other organizations and promote projects/events	Conduct District Service Project (possible "universal" needs: Hunger, Children)
	Conduct District Service Project (possible "universal" needs: Hunger, Children)
	Leverage the contacts/networks of well-connected Rotarians
Year 3	Communicate with legislators about projects in their area and survey communities for partners with similar goals/shared needs
	Bring community leaders together to identify common needs
Ongoing	Consider District-wide Global Project (leads: Water Project in cooperation with Katie Spatz; Polio Plus or Trafficking)
	Create greater awareness of how foundation contributions are spent, of Peace Fellowships, and do more recognition of club/Rotararian activities
Notes:	
- Cooperative efforts will allow us to leverage grant dollars. \$2,000 could = \$80,000 with the right partners	
- District wide or global will show Rotarians the Big Picture	
- Across community project will allow more engagement	
Leverage strong community project.	
Discussed by: John Bosco, Bruce DeBerry, David Jones, Jim Lechko, Sandy Naragon	

**INCREASE OUR ABILITY TO ADAPT**

Initiative	Activities
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.
	Create a well-defined focus for the committee
Year 1 - Promote the effective use of technology	
	Train AGs to support clubs
	Use technology to interact with/train clubs
	Assess and document successful meeting structures as we move forward - survey clubs
	Assess the impact of Zoom on Member Engagement
	Encourage action planning
	Host speakers on innovation and change
	Continue/expand ZOOM for district meetings and make them fun vs. work
Notes:	None Recorded
Discussed by: Ed Slane, Larry Lohman, Ryan Knotts, Chelsea Talty, Josh Lines, Sheila Hedrick	