

**District 7430 Strategic Plan**

**2017-2018**

**Benchmark and Strategy Plan**

8/29/2017

**2016-2019 Rotary District 7430 Strategic Plan (2018)**

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| **Focus Area** | **2017-2018** | **Baseline Data** | **Strategy** |
| **Administration** | * Continue use of technology to enhance District Administration
* Focus on Leadership Development/

Succession Planning* Promote RI and District Goals
 | * Assess current usage of Club Central in all clubs
* Develop organization chart with term limits
 | * 100% of clubs will input their 2017-2018 goals into Club Central
* 100% of clubs will update their service goals each quarter
* Develop District Hotline for clubs seeking assistance with Club Central Administration
* Have one session at DTA with focus on leadership
* Have focus on leadership at the 2017-2018 District Conference
* Promote involvement at the District Level by identifying qualified candidates to transition to District Leadership Roles (Succession Planning)
* 15% of clubs will qualify for the Presidential Citation
* 30% of clubs will qualify for the Governor’s Award
* AG’s will complete their quarterly updates using the new template for the DLT Meetings and file their evaluation of clubs online.
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| **Focus Area** | **2017-2018** | **Baseline Date** | **Strategy** |
| **Membership** | * Focus on Retention
* New Member Development
 | * 3 year membership history by club/area
* Turnover rate in clubs
* Analysis of club sizes
* Population analysis in District
 | * Develop a retention campaign: invite, induct, inform, and involve.
* Promote attendance at District level events.
* Clubs will conduct 4 programs on Rotary Education during the year.
* Identify an “at risk” club and establish a pilot “intervention team” to help club turnaround and establish best practices. “We are the District and we are here to help.”
* Send personal welcome from DG to all new members.
* Organize one new club during the year
* Have a net increase of 1 member/club or 45 total.
* Develop District wide membership contest.
* Establish a telephone number to call for Rotary information
* Establish a District email address to receive Rotary information.
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| **Focus Area** | **2017-2018** | **Baseline Date** | **Strategy** |
| **Humanitarian Service****Local****International** | * Increase number of service projects
 | * 3 year history of club projects
* Clubs with local service projects
* Clubs with international service projects
* % Clubs grant certified
 | * Ask every club to sponsor a MAD Day of Service
* Develop a “I am MAD” Campaign
* Promote joint club grants
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| **Foundation** | * Increase donations and number of donors
 | * 3 year annual fund history
* 3 year polio plus history
* 3 year District & Global grant history
 | * Suggest 100% participation by each club
* Promote Rotary Direct to encourage giving
* Support District Chair in promotion of the Foundation
* Hold a unique and different Foundation Fundraiser
* Send personal note to all new Paul Harris Fellows from DG
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| **Focus Area** | **2017-2018** | **Baseline Data** | **Strategy** |
| **New Generations****Focus Area** | * Support Camp Neidig
* Support the Youth Exchange Program
* Support Interact and Rotaract

**2017-2018** | * 3 year history of Camp attendance and club participation and costs
* 3 year history of YEP inbound and outbound students and club participation
* Number of Interact/Rotaract Clubs with advisors/club support

**Baseline Data** | * Encourage 100% participation by District Clubs
* Encourage clubs to send at least one rep to the Monday BBQ
* Ask clubs to have one program dedicated to Youth Exchange
* Continue District support of the program
* Hold a District Interact/Rotaract conference along side of the District Conference in 2018
* Conduct a college fair for Interact during the year

**Strategy** |
| **Public Image/****Social Media** | * Improve public image/social media presence
 | * Number of clubs with websites
* Number of clubs using FB and other social media
 | * Develop a Social Media Task Force to help clubs become more effective with social media
* Appoint a Public Image Chair with a primary focus on Social Media
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