

**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. |
| **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 |