

2020-21 District 7430 ACTION PLAN TO GROW ROTARY				RI Strategic Priority	RI Strategic Priority	RI Strategic Priority	RI Strategic Priority	Lead(s)	Team	Start Target Date	Complete Target Date	Comments	Recent Progress	Current Status
			Adapted Action	INCREASE OUR IMPACT	EXPAND OUR REACH	ENHANCE PARTICIPANT ENGAGEMENT	INCREASE OUR ABILITY TO ADAPT							
GROW MEMBERSHIP														
1	ACTION	Learning & Development program for all club leadership positions (president, secretary, treasurer, membership, public image, foundation) utilizing The Learning Center	Training Tuesdays			●	●	Doug Cook, Janet Kolepp	Learning & Development Team	May-20	Ongoing			
2	ACTION	Learning & Development program for Assistant Governors that includes regular Webinar mentoring	Monthly Check-In			●	●	Doug Cook, Janet Kolepp	Learning & Development Team	Feb-20	Jun-21			
3	ACTION	Expand Quarterly "Welcome to The World of Rotary" new member orientation to be Area specific; utilizing the AGs, Area Foundation Coordinators & Presidents	Virtual "Welcome to Rotary"			●	●	Linda Young, Doug Cook	Learning & Development Team	Aug-20	May-21			
4	ACTION	Training in Alternative Club Models			●		●	Janet Kolepp Doug Cook		Mar-20	Mar-20	District Leadership Team Training		
5	ACTION	Start 3 new Clubs or Satellites in 2020-2021 and add 50 net new members			●			Gary Volpe	Dave Czarnecki, Herb Klotz,	Jul-20	Jun-21			
6	ACTION	Best Practice -Finding Leads > Reaching out> Members > Engagement			●			Gary Volpe	Dave Czarnecki, Herb Klotz,					
7	ACTION	"How" to be a Welcoming Club training			●			Doug Cook, Janet Kolepp		Feb-20		MAPETS		
8	ACTION	Hold Diversity, Equity & Inclusion Awareness training					●	DTA Stephanie Urchick		Apr-20		District Training Assembly		
GROW GIVING														
9	ACTION	Grow PolioPlus donations to <i>Purple Pinkie Race to Zero</i> to \$50,000		●										
10	ACTION	Continue emphasis on Rotary Direct (+25) and Paul Harris Society Members (100+??) Annual Fund Goal +\$25,000		●										
GROW SERVICE														
	Youth Service Programs													
12	ACTION	Appoint a Youth Services Chair to champion, coordinate & oversee all Youth Service Activities		●		●	●	Janet Kolepp	Darlene Scott & Youth program chairs	Jul-20	Jul-20			

13	ACTION	Continue district recognition with Youth Service Award (expand to include Youth Protection compliance)			●			Darlene Scott						
14	ACTION	Implement new District Student Protection Policy to all clubs	Training Tuesdays			●		Ron Smith, Darlene Scott	DEC, Sharon Rittenhouse	Apr-20	Jun-21			
								Darlene Scott						
Community Service														
15	ACTION	Promote District & Global Grants. 35+ clubs involved and all District Grant DDF used		●	●			Bonnie Eckenrode	District Grant Committee	Mar-20	Jun-21			
16	ACTION	Vibrant Club News published monthly highlighting Club Projects, Events & Fundraisers					●	Bill Palmer						
17	ACTION	Develop list of Service Opportunities (not requiring funding)		●			●							
District Service														
18	ACTION	Expand District Administrator role that fully engages the ClubRunner PLATFORM including website management, event management, member database, communication tools including weekly bulletin				●	●	Janet Kolepp Sharon Rittenhouse		Jul-20	Jun-21			
19	ACTION	Clubs don't know "how" to use District					●	DG Janet Challenge to >	Leadership Team					
International Service														
20	ACTION	Provide Community Assessment Resources & Mentors		●			●	Foundation Team						
21	ACTION	Expand International Service trip opportunities (trips and publicize Rotary wide opportunities)		●			●	Cindy Hornaman						
22	ACTION	Support Shelter Box event expansion to District participation		●			●	Saucon RC	Linda Mayger					
23	ACTION	Expand Peace Initiatives		●				Bill Hunter						
GROW PUBLIC IMAGE														
24	ACTION	Create a Public Image Team that supports and empowers clubs to grow Public Image using multiple media outlets (social, press, videos, websites, community events) while being Rotary Brand Champions			●				Valerie Deneen, Amy Sheller, Lou Bottitta, Sharon Rittenhouse, David Akers		Jun-21			
25	ACTION	Monthly Videos series "My Rotary Story" "Our Club Rotary Story"			●			Janet Kolepp, Amy Sheller		Jun-20	Jul-21			

