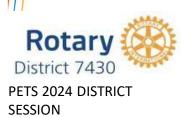




PETS 2024 district session 1

PETS DISTRICT SESSION 1

- OVERVIEW AND PLANNING
- DISTRICT SUPPORT
- COMMUNICATIONS
- FOUNDATION
- SESSION 2: MEMBERSHIP, PUBLIC IMAGE
- SESSION 3: GOALS, ACTION PLAN WHAT'S NEXT



2024

KEY CALENDAR DATES AND EVENTS FOR EVERYONE

- MARCH 23 2024: ROTARY LEADERSHIP INSTITUTE
 MARCH 31 2024— DEADLINE FOR FOUNDATION GRANT APPLICATIONS FOR 2024-2025
- APRIL 13 2024: STEM YEA GALA
- APRIL 26-APRIL 28 2024 OUR DISTRICT CONFERENCE— IN BETHLEHEM
- **APRIL 27TH— DISTRICT TRAINING ASSEMBLY** APRIL 27TH DINNER—FOUNDATION GALA CELEBRATION
- APRIL 20 2024 ROTARY DAY OF SERVICE— ALL CLUBS
- MAY 5-MAY 29 2024 ROTARY INTERNATIONAL CONVENTION SINGAPORE
- JUNE 14-17 CAMP NEIDIG
- JUNE 20 2024--- DISTRICT CHANGEOVER DINNER



KEY CALENDAR DATES AND EVENTS FOR EVERYONE

- JULY 8- AND FIRST MONDAY OF EVERY MONTH—PRESIDENT'S/AG MAGIC MONDAYS
- JULY 2024— DISTRICT GOVERNOR VISITS BEGIN
- JULY 11- JULY 14 STEM YEA
- SEPTEMBER: Rotary Friendship Exchange visitors come from Australia
- SEPTEMBER 28 2024: VIBRANT CLUB SUMMIT
- SEPTEMBER 2024-OCTOBER 2024 GET YOUR PE'S IN PLACE FOR ROTARY YEAR 2025-2026 GET PE'S READY FOR PRE-PETS SESSIONS
- OCTOBER 13 2024: RACE TO ZERO –POLIO WALK
- NOVEMBER 1 2024-MARCH 31 2025 GRANT APPLICATION PERIOD STARTS FOR 2025-2026
- NOVEMBER 2024

 PRE PETS MEETING FOR PRESIDENT ELECTS FOR 2025-2026
- JANUARY 2025 PRE PETS MEETING FOR PRESIDENT ELECTS FOR 2025-2026
- FEBRUARY 2025— ENDING -PETS WILL BE FOR PRESIDENT ELECTS FOR 2025-2026
- 2025— WATCH FOR MONTHLY ZOOMS AND TRAINING FOR MEMBERSHIP, PUBLIC IMAGE AND FOUNDATION
- APRIL 4, 5, 6, 2025 DISTRICT CONFERENCE
- APRIL 19 2025- ROTARY DAY OF SERVICE



PETS 2024 DISTRICT SESSION 2024

COMMUNICATION AND MEETING OPPORTUNITIES

PRESIDENT/ AG COMMUNICATION: MONTHLY ZOOM GET TOGETHERS

THE FIRST MONDAY OF EACH MONTH AT 6:30 PM

JULY 8, 2024

AUGUST 5, 2024

SEPTEMBER 9, 2024

OCTOBER 7, 2024

NOVEMBER 4, 2024

DECEMBER 2, 2024

JANUARY 6, 2025

FEBRUARY 3, 2025

MARCH 3, 2025

APRIL 7, 2025

MAY 5 2025

JUNE 2, 2025



COMMUNICATION AND MEETING OPPORTUNITIES

• DISTRICT EXECUTIVE COMMITTEE MEETING : 3RD MONDAY OF EACH MONTH- WITH DISTRICT LEADERSHIP TEAM QUARTERLY- ALL ARE WELCOME

July 22, 2024

August 19, 2024

September 23, 2024

October 21, 2024

November 18, 2024

December 16, 2024

January 20 ,2025

February 17, 2025

March 17, 2025

April 21, 2025

May 19, 2025

June 23, 2025



COMMUNICATION AND MEETING OPPORTUNITIES

DISTRICT COMMUNICATION

MONTHLY DISTRICT NEWSLETTER – THE FIRST OF EACH MONTH, DUE DATES

July issue: June 20August issue: July 19

September issue: August 20

• October issue: Sept. 20

November issue : October 21

• December issue : Nov. 18

January issue: Dec. 19

• February issue: Jan. 20

• March issue: Feb. 20

April issue: March 21

• May issue: April 19

• June issue: May 20

CLUB NEWS- NEWSLETTER(VIBRANT CLUB NEWS)—QUARTERLY— TALK ABOUT YOUR CLUB ACTIVITIES

EMAILS— ABOUT VARIOUS THINGS



PETS 2024 DISTRICT SESSION 2024

YOUR 2024-2025 DISTRICT SUPPORT

ASSISTANT GOVERNORS

AREA I: Rick Zayaitz

Clubs: Allentown, Allentown West, Emmaus, Lehigh Valley Passport, Slatington, Whitehall

AREA 2: Kathy Heller

Clubs: Bethlehem, Bethlehem Morning Star, Nazareth, Easton

AREA 3 Kurt Rohrbach

Clubs: Kutztown, Hamburg, Fleetwood, Muhlenberg

AREA 4 Jeremiah Sensenig

Clubs: West Reading Wyomissing, Reading, Conrad-Weiser, Birdsboro, Springtownship-Centennial

AREA 5 Nicole Matz

Clubs: Pottstown, Collegeville, Central Perkiomen, Boyertown, Springford

AREA 6 Liz Hermann

Clubs: Harleysville, Perkasie, Souderton-Telford, Quakertown, Upper Perkiomen

AREA 7 Ray Ruth

Clubs: Horsham, Hatboro, Huntington Valley, Warminster, Willow Grove, Warrington

AREA 8 Kyle Davis

Clubs: Newtown, Doylestown, Central Bucks, Morrisville-Yardley, Montco-New Britain

AREA 9 Dan Watson-Bey

Clubs: Ambler, Blue Bell, Norristown, North Penn, Springfield township Flourtown



PETS 2024 DISTRICT SESSION 2024

DISTRICT SUPPORT DISTRICT EXECUTIVE COMMITTEE

DG: KATIE FARRELL

DGE: MARY COOK

DGN: JEREMIAH SENSENIG

PDG: DIANE DONAHER

FOUNDATION CHAIR: PDG CINDY HORNAMAN

• SUPPORT: DISTRICT TREASURER- TOM HARTZELL, DISTRICT SECRETARY- ROSE-GALEANO PHILLIPS



2024

YOUR 2024-2025 DISTRICT SUPPORT: COMMITTEE CHAIRS

FOUNDATION: CINDY HORNAMAN

MEMBERSHIP: GAIL MICCA PUBLIC IMAGE: AMY SHELLER

MONTHLY DISTRICT NEWSLETTER: MARLENE HELLER QUARTERLY VIBRANT CLUB NEWS: KARIN SUTTMAN DISTRICT LEARNING FACILITATOR: CINDY HORNAMAN

LEGISLATIVE CHAIR/ COUNSEL OF LEGISLATION/PARLIAMENTARIAN: BOB HOBAUGH

INTERNATIONAL SERVICE:

YOUTH SERVICES: DARLENE SCOTT

YOUTH EXCHANGE: LINDA KENNEDY

STEM YEA: ROLFE SCHLAKE
CAMP NEIDIG: WENDY BODY
4 WAY SPEECH: ANA RICHTER
LEARNING TEAM: GWEN CARR

ACTION PLAN COORDINATOR: GARY ENGLEHARDT ENVIRONMENTAL SUSTAINABILITY: TERRY REED NOMINATING COMMITTEE CHAIR: LEN GIESELER

SHELTER BOX: BILL TUSZYNSKI ROTAPLAST: SUSAN BURNETT



PETS 2024 DISTRICT SESSION 2024

COMMUNICATIONS

- Club web-sites
- Rotary District 7430 Web-site
- My Rotary

• WILL GO INTO EACH SITE— HOW THEY INTERTWINE— RELATIONSHIP ETC.



2024

OUR FOUNDATION

Supporting our Foundation with your club donations and projects—will show you tools to know where your club stands. Focus is the Annual Fund or SHARE to utilize for our projects.

Grants-let's talk about our projects for next year

There are many pieces of our Foundation—we will be having some learning sessions during the year. Each area also has a Foundation Area Coordinator to support the AG and you.



2024

End of our first district session

Thank you—questions/comments?



PETS 2024 DISTRICT SESSION 2024





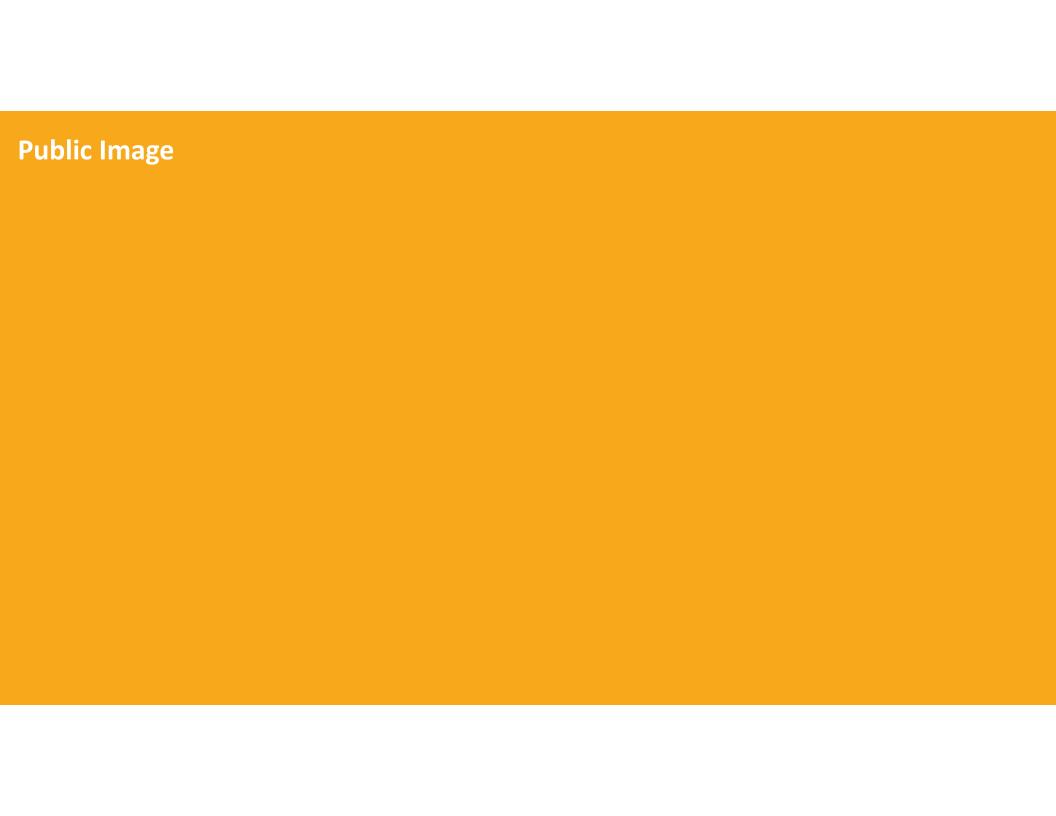
PETS 2024 DISTRICT SESSION 2

PETS DISTRICT SESSIONS

- DISTRICT SESSION 2:
- MEMBERSHIP: PDG HERB KLOTZ— ZONE 32 ROTARY COORDINATOR
- PUBLIC IMAGE: AMY SHELLER, PUBLIC IMAGE CHAIR, ZONE 32 ASST PUBLIC IMAGE COORDINATOR

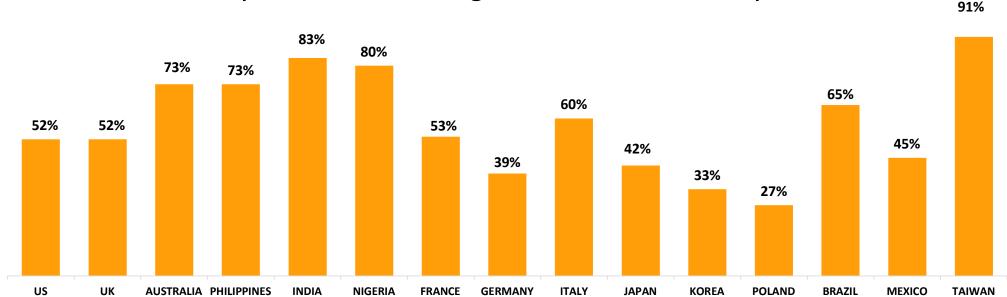


2024



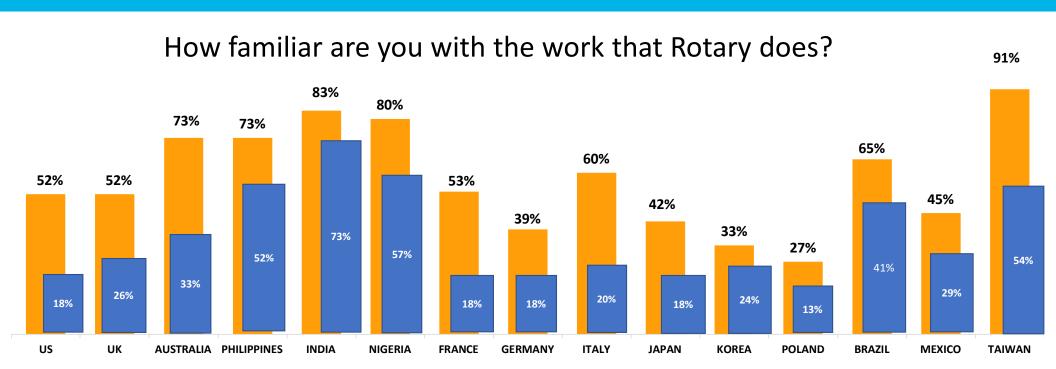
AWARENESS OF ROTARY



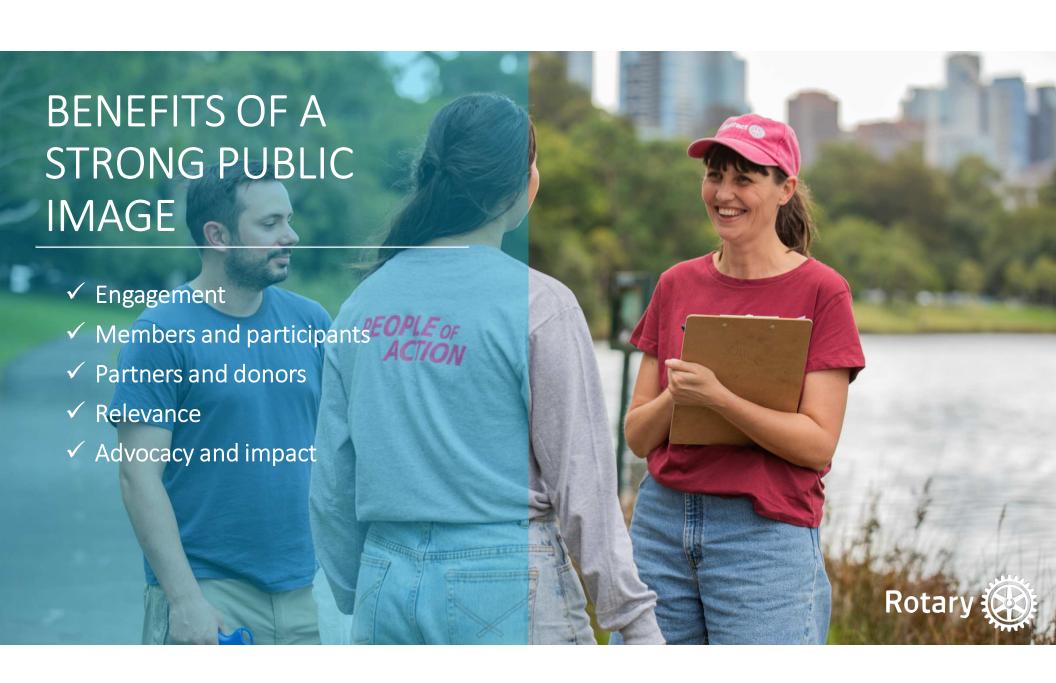


Source: 15 Country Omnibus Research, Leger (Dec 2022)

UNDERSTANDING OF ROTARY

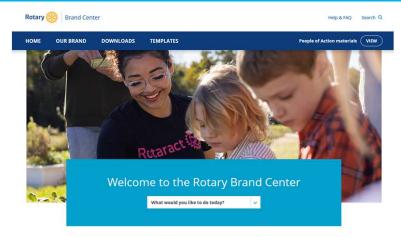


Source: 15 Country Omnibus Research, Leger (Dec 2022)



PUBLIC IMAGE TOOLS

- Branding
- Social Media
- Website
- Print Media
- News Organizations
- Newsletters
- Storytelling



We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we





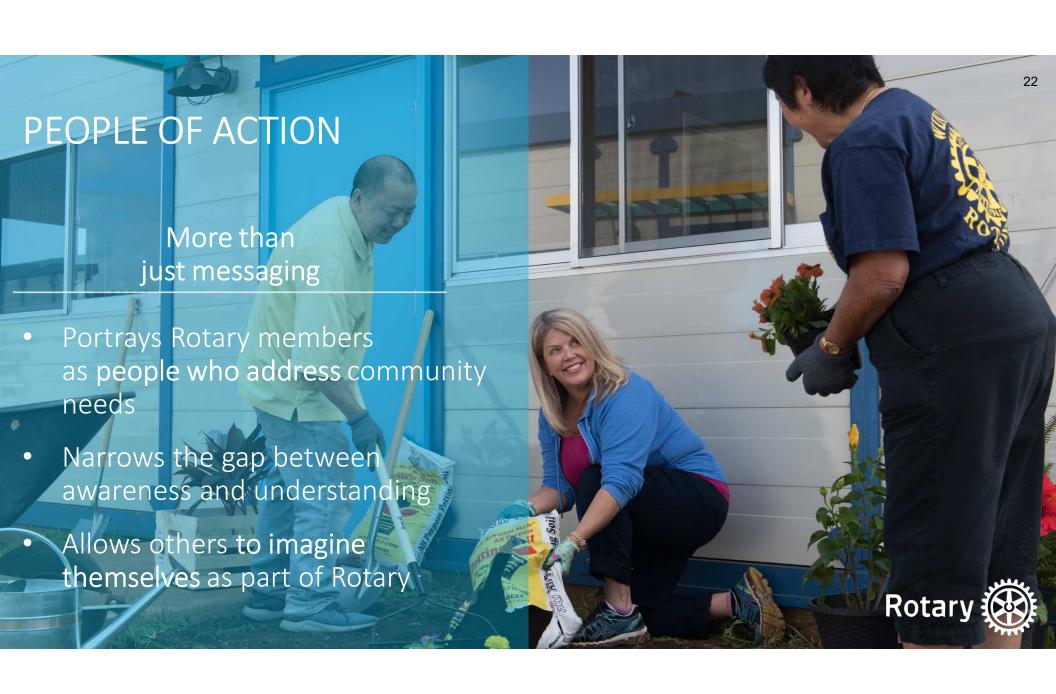
Objective:

Increase public awareness of Rotary – our impact, our benefits, and our relevance



Enhancing
Rotary's public image relies on our 1.4 million members sharing their stories with the public.





TELLING YOUR CLUB'S STORY

- What were we trying to accomplish?
- Who is our audience?
- How we took action?
- Impact/Support to the claim?
- What so we want our audience to do?



TOGETHER, WE

Select a verb: Connect, Empower, End Polio, Fight Hunger, Inspire, Learn, Mentor,
Promote Peace, Save Lives, Transform

The need:			
The impact/proof:			

That's what People of Action do:

Body copy

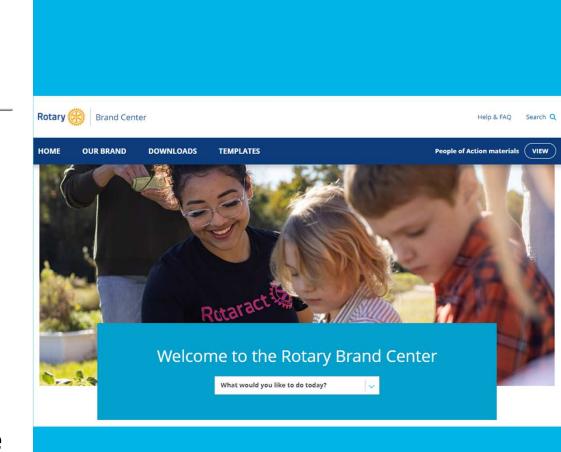
Add your call to action and club url:

For example, get involved at yourRotaryclub.org
Add your club's logo

WHAT YOU CAN DO TODAY

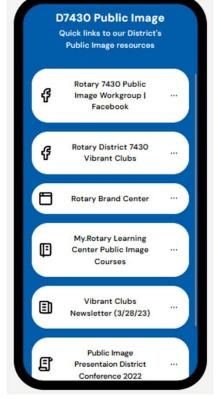
- ✓ Use the Brand Center resources
- ✓ Always use the correct branding
- ✓ Show your club in action
- ✓ Invite public participation
- ✓ Use content from Rotary International
- ✓ Appoint a public image chair

Show people outside Rotary that we are people of action.



PUBLIC IMAGE RESOURCES & TOOLS

- The Learning Center
- Rotary Brand Center
 - Club logos, People of Action photos, video, templates
- Rotary 7430 Public Image Workgroup
 - Share public image ideas & ask questions
- Rotary District 7430 Vibrant Clubs Facebook Group
 - Discussion group for all things D7430 related, promote upcoming club events
- Your District Public Image Team
 - Reach out for questions, presentations or planning help







Questions

amycsheller@gmail.com

Build a visual identity with consistent graphics & logo



Masterbrand Signature Club Identifier



Lockup logo – to show a relationship between program, partners, or events







PETS DISTRICT SESSION

- DISTRICT SESSION 3
- OUR ACTION PLAN 2024 -2025
- OUR CLUB GOALS AND ROTARY CLUB CENTRAL



PETS 2024 DISTRICT SESSION 2024

OUR DISTRICT 7430 ACTION PLAN 2024 2025

DISTRICT 7430 STRATEGIC ACTION PLAN 2024-2025

Rotary International Action Plan Strategies

- · Increase our impact
- Expand our reach
- Enhance Participant Engagement
- · Increase our Ability to Adapt

	RI Strategic Priority	RI Strategic Priority	RI Strategic Priority	RI Strategic Priority		
ACTION PLAN/TACTICS	INCREASE OUR IMPACT	EXPAND OUR REACH	ENHANCE PARTICIPANT ENGAGEMENT	INCREASE OUR ABILITY TO ADAPT	TEAM	LEADS
GROW MEMBERSHIP						
Grow membership by 100 members; add 2 clubs		×			Membership Committee	
Continue the plan for Rotaract development and expansion		x			Membership Committee	
Strengthen the District Membership Committee; insure each club has a Membership Chair		x	×		Membership Committee	
GROW GIVING						
Exceed our Annual Foundation fundraising goal of \$200,000 and achieve 100% Club participation	X	x	X		Foundation Committee	



OUR DISTRICT 7430 ACTION PLAN 2024 2025

	RI Strategic	RI Strategic	RI Strategic	RI Strategic		
ACTION PLAN/TACTICS	Priority INCREASE OUR IMPACT	Priority EXPAND OUR REACH	Priority ENHANCE PARTICIPANT ENGAGEMENT	Priority INCREASE OUR ABILITY TO ADAPT	TEAM	LEADS
Exceed Polio contributions this year over prior year	×					
GROW SERVICE						
Exceed # of Grant applications this year over prior year	×	X	×		District Governor Club Community Service Chairs	
Insure that each Club has established service goals	x		×			
GROW PUBLIC IMAGE						
Overhaul District website; improve connectivity from club websites, up to District website and rotary.org			x	×	Public Image Committee	
GROW YOUTH SERVICES						
PROGRAMS Strengthen the District Youth Services Committee	x		x		Youth Services Committee	
GROW LEARNING						1
Offer Quarterly Learning Forums; at least one per Action Plan pillar			х	×	Learning and Planning Committee	
Develop the Learning and Planning Team			×	x	Learning and Planning Committee	



ROTARY CLUB CENTRAL

- WHAT IS ROTARY CLUB CENTRAL AND WHAT WE DO WITH IT.
- GET TOGETHER BY AREA: GOAL PLANNING DISCUSSION

MINIMUM GOALS TO DISCUSS TODAY:

Enhance Participant Engagement:

Service participants

Increase Our Impact

Annual fund goal

Service Project goal

Polio plus goal

Expand our Reach

Club Membership No

New Member Sponsors

Media Stories about Club

Increase our Ability to Adapt

Strategic Plan/Action Plan

Update Web-site and Social Media



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Rotary club leaders can go into Rotary Club Central and select at least half of the goals they wish to apply toward citation achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking "achieved" in Rotary Club Central.

To achieve the citation:

- Go to Rotary Club Central
- Review the available goals
- Set at least half of the available goals
- Achieve those goals
- Report achievement in Rotary Club Central by 30 June.

Once you are in Rotary Club Central, navigate to the **Goal Center**, select the **year**, and click on the **All tab** to see the goals.

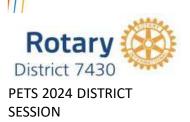


PETS 2024 DISTRICT SESSION 2024

WHAT'S NEXT?

DISTRICT TRAINING ASSEMBLY— WITH DISTRICT CONFERENCE
 APRIL 27, 2024— FULL CONFERENCE APRIL 26-APRIL 28
 GOALS TO BE COMPLETED IN ROTARY CLUB CENTRAL BY DTA
 YOUR AG'S WILL BE CONFIRMING YOUR DISTRICT GOVERNOR
 VISITS WITH YOU— TO BE COMPLETED BY DISTRICT TRAINING
 ASSEMBLY

GET READY FOR FUN AND HAVE THE MAGIC BEGIN!



2024





PETS 2024 DISTRICT SESSION 2024





PETS DISTRICT SESSION 3 2024