

**District 7430 Strategic Plan 2018-2019 base**

**Years 2018-2021**

**2018-2021 ROTARY DISTRICT 7430 STRATEGIC PLAN**

**2018-2021 GOALS OF ROTARY INTERNATIONAL AND THE ROTARY FOUNDATION**

* Support and Strengthen Clubs
* Focus and Increase Humanitarian Service
* Enhance Public Image and Awareness
* Improve Financial Sustainability and Operation Effectiveness

**The Goals of our District 7430 Strategic Plan**

* Support the RI Strategic Plan and goals
* Continue to improve upon our District support of clubs
* Look to the District Future- specifics of plan will be dynamic, provide new ideas and focus. Monitoring will be done through each Rotary year- revisions made as appropriate.

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| **FOCUS AREAS** | **2018/2019** | **STRATEGY/ACTION****PLAN** | **2019/2020** | **2020/2021** | **2018-2019 RESULTS** |
| **ADMINISTRATION** | * Focus on Club Central as primary tool for measure of Club District. 100% clubs enter base goals.
* Develop Succession Planning in key areas.
* Implement planning process with AG’s and committee chairs.
* Implement the metrics developed in key areas and history
* Update district web-site
* All clubs have at least one article in the district newsletter during year
 | * Provide training on Rotary Club Central
* Succession planning: implement committee co-chairs where appropriate.
* Hold planning and training session
* Provide training and communication on web-site
* Implement calendar timetable for plans
 | Continue technology focus | Re-evaluate and re-assess results. |  |
| **FOCUS AREAS**  | **2018-2019** | **STRATEGY/ACTION PLAN** | **2019-2020** | **2020-2021** | **2018-2019****Results** |
| **MEMBERSHIP** | * Aggressive focus on membership to increase district membership to 2000 over two years
* Provide training on implementing membership network events
* Continue webinar focus of all membership development activities
* Constant Communication to clubs i.e. membership.
 | * Develop district wide membership task force with goals of starting 5 new clubs over next two years.
* Utilize district spatial geographic analysis for analyzing locations.
* Develop metrics on viability of club meeting schedules, practices, venues.
 | Continue implementation of task force and strategies for growth | Re-assess and grow again |  |

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| **FOCUS AREAS** | **2018/2019** | **STRATEGY/ACTION****PLAN** | **2019/2020** | **2020/2021** | **2018/2019 RESULTS** |
| **FOUNDATION** | * Continue growth of club foundation giving
* 100% of clubs participate in foundation
* DG will send personal notes to all New Paul Harris Fellows
* 100% of clubs participate in grant program
 | * Provide education on Foundation programs
* Hold Foundation event ( i.e., Gala)
* Encourage Rotarian Support of
* Phillies Strike out Hunger
* Foundation Seminar
* Expand Purple Pinkie Race
 | Continue focus | Re-evaluate and expand |  |

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| **FOCUS AREAS** | **2018-2019** | **STRATEGY/ACTION****PLAN** | **2019-2020** | **2020-2021** | **RESULTS****2018-2019** |
| **HUMANITARIAN SERVICE LOCAL/INTERNATIONAL** | * Increase club participation in district and global grants
* 100% of clubs to be grant certified
* Communicate projects
 | * Education for grant certification at least two times per year
* Showcase club projects at district events
* Provide training on Rotary showcase
* Develop plan for international/local service travel fellowship for district
 | Implement focuses | Re- evaluate |  |

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| **FOCUS AREAS** | **2018-2019** | **STRATEGY/ACTION****PLAN** | **2019/2020** | **2020/2021** | **RESULTS 2018/2019** |
| **PUBLIC IMAGE/SOCIAL MEDIA** | * Use New Rotary Branding Tools
* 100% of clubs will have web-site and Facebook page
 | * Provide education on effective use of branding
* Provide education on appropriate use of social media to promote clubs
* Include education to tie social media to more effective membership development
* Rotary days will be a part of the 2019 conference for public image
 | * Develop metrics on effective social media versus membership development
 | * Analyze success of activities in branding and social media
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