

**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 |  |