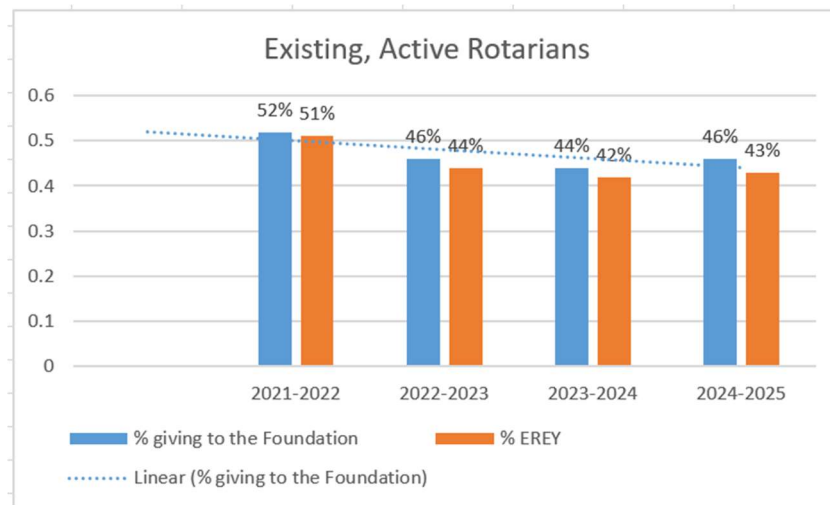


Strategic Action Plan July 1, 2023 – June 30, 2028

The mission of Rotary District 7790 is to provide Rotary Clubs, Rotaract Clubs and Interact Clubs within our district with the support, resources and guidance they need to successfully carry out the mission, vision and core values of Rotary International. The District will provide this support with consideration of the unique interests, experiences and culture of each individual club and its members.

Goal 1: Strengthen the District’s Participation in the Foundation

Objective 1.1: Increase the percent of Existing, Active Rotarians giving to the Foundation to 50%. Increase the percent of Existing, Active Rotarians who are EREY to 50% by June 30, 2028. *Source: District Foundation Banner Recognition Status Report for Rotary Year 2024-2025.*



As of January 2026, we currently have 1433 Existing, Active Rotarians. Of those 435 (30%) have given to the Foundation and 413 (29%) are EREY.

Note: Existing Active Rotarians: Active dues-paying Rotarians who have an admission date prior to 1 July of the report year or, for new clubs, active charter members. New active dues-paying members are exempt from EREY and TRF Giving.

Objective 1.2: Increase per capita giving to the Foundation to \$90 by June 30, 2025 and \$100 by June 30, 2028. *Source: District 7790 Fundraising Analysis Report.*

	Number of Members	Annual Fund					Non-Giving Clubs
		Goal	% Goals Received	Total	Per Capita	Goal Achieved	
2025-26	1,535	\$72,100	35.7%	\$69,465	\$45.25	96.3%	22
2024-25	1,552	\$91,477	59.6%	\$125,509	\$80.87	137.2%	10
2023-24	1,541	\$72,703	45.6%	\$123,568	\$80.19	170.0%	10
2022-23	1,619	\$51,291	28.8%	\$130,662	\$80.71	254.7%	9
2021-22	1,472	\$49,900	24.5%	\$141,290	\$95.98	283.1%	9

As of January 2026, we have 1535 Total Members. The per capital giving is at \$45.25 and we currently have 22 non-giving clubs.

Goal 1 Action Steps		Timeline	Committee/Lead
1.a	Action: Increase the number of Clubs that have a Foundation goal in Club Central (from 17 to 25)	Year 1-2	Foundation Committee, Chair Joy Barresi-Saucier
1.b	Action: Promote EREY three times per year to all Rotarians \$100US (\$130CAD) /member/year	Year 2-5	
1.c	Action: Provide Clubs with ideas/strategies to encourage club members to give to the Foundation	Year 3-5	
1.d	Action: Every Club has a Foundation Chair (or designee i.e. President or Past President)	On-going	
1.e	Action: Encourage each club to have a presentation about a Foundation sponsored project in November annually	Year 2-5	
1.f	Action: Provide Foundation Training annually	Year 1-5	
1.g	Action: Annually, recognize Clubs that meet their Foundation goals at the District Conference	Year 1-5	
1.h	Action: Provide at least one training per year on Global and District Grants	Year 1-5	
1.i	Action: Provide Clubs with examples for Global and District Grants to showcase the impact of Rotary grants as a result of giving to the Foundation	On-going	
1.j	Action: Explore a Million-dollar campaign to launch during Year 5	Year 5+	

Goal 2: Increase District-Wide Commitment to Polio Plus

Objective 2.1: Increase total giving to Polio Plus from \$56,025 (2022-2023) to \$80,000 annually by June 30, 2028. *Source: District 7790 Fundraising Analysis Report.*

PolioPlus Fund				
Goal	% Goals Received	Total	Goal Achieved	Non-Giving Clubs
\$31,485	39.3%	\$25,862	82.1%	31
\$33,095	59.6%	\$59,539	179.9%	0
\$25,100	42.1%	\$51,417	204.8%	0
\$13,173	27.1%	\$56,025	425.3%	1
\$11,550	20.4%	\$37,610	325.6%	0

As of January 2026, we are at \$25,861.79 giving to Polio Plus.

Note: This figure does not include District DDF to the Polio Plus Fund which can be found on the Polio Plus Report.

Objective 2.2: Increase the number of Clubs giving >\$1500 annually from 15 to 20 by June 30, 2028. Challenge Clubs with > 30 members to give at least \$50 per capita to Polio Plus (either by each member or by the club as a whole). *Source: Polio Plus District Report*

So far for Rotary Year 2026, we have had 6 Clubs have that giving >1500 to Polio Plus.

Goal 2 Action Steps		Timeline	Committee/Lead
2.a	Action: Each club will set a polio fundraising goal in Rotary Club Central	By end of Year 1 (June 30, 2024)	Foundation Committee, Chair Joy Barresi-Saucier; Polio Plus Chair Scott Boucher; Polio Plus Chair Marcel Kressou
2.b	Action: Provide information on Polio at PETS and request each club coordinate an event to raise their fundraising goal for the year	Year 1-5	
2.c	Action: Provide resources to all clubs on polio eradication work in the world and why it is still important	Year 2-5	
2.d	Action: Provide ideas/strategies for clubs to encourage members to give to Polio Plus, i.e. World Polio Day events	Year 3-5	
2.d	Action: Encourage each Club to have a presentation in October about Polio	Year 2-5	
2.e	Action: Provide presentations to at least 50% of Clubs in Quebec and 50% of Maine Clubs on Polio	Year 2-5	
2.f	Action: Annually, recognize Clubs that meet their Polio fundraising goals at the District Conference	Year 2-5	

Goal 3: Increase Membership within the District

Objective 3.1: Increase total District Membership from 1568 (as of 11-3-2023) to (net) 1616 by June 30, 2026 and then 1700 by June 30, 2028.

Source: District Membership Progress to Goal

Our July 1 Membership count was 1557. Our current count as of September 29 is 1551.

Goal 3 Action Steps	Timeline	Committee/Lead
3.a Action: Provide at least three opportunities for club leaders, including membership chairs to learn about innovative membership ideas such as flexible membership options (website, FAQ, PETS, training, etc.) annually	Annually	Membership Committee, Co-Chairs Doug Curtis and Marco Lemieux
3b. Action: Encourage Clubs to have 1 net new member by the end of the Rotary year	By June 30, 2026	Enhancing Participant Engagement Chair Susan Boyce-Cormier
3c. Action: Create at least one new Club type, i.e. a Cause-Based Club, Passport Club	By June 30, 2027	
3.d Action: Provide Clubs with support to retain their club members and create a club where Rotarians feel that they are welcome and belong by providing at least two district discussions on belonging topics.		
3.e Action: Encourage Clubs to host a membership event within their community	Annually	
3.f Action: Encourage Clubs to have a membership engagement committee to work on both recruitment and retention of members	Annually	
3.g Action: Identify at least two opportunities to establish new clubs and put together an action plan for each	By June 30, 2027	
3.h Action: Add 1 net new Rotaract club each year	Annually	

Goal 4: Increase the Number of Clubs in the District that have active youth programs and in how many youth programs they are formally involved.

Objective 4.1: Identify the number of clubs in the District that have active youth programs and in how many youth programs they are formally involved. Youth programs are: RYLA, Short-Term Youth Exchange, Long-Term Youth Exchange, Interact, Rotaract, Early Act, Impact and Next Act.

Objective 4.2: Increase the number of clubs in the District that have active youth programs and in how many youth programs they are formally involved. Youth programs are: RYLA, Short-Term Youth Exchange, Long-Term Youth Exchange, Interact, Rotaract, Early Act, Impact and Next Act.

Source: List of Interact Clubs

Goal 4 Action Steps		Timeline	Committee/Lead
4.a	Action: Complete an inventory of number of clubs in the District that have active youth programs and the number of youth programs in which they are involved	By December 31, 2025 (Completed)	District Youth Services Committee Chair Dino Marzaro
4.b	Action: Promote Short-Term Exchange and Long-Term Exchange	Annually	Youth Exchange Committee Chair Louis Faille
4.f	Action: Confirm that Interact Clubs need to send updated information to Rotary International; ensure the Club Presidents are aware that this is required every year	Annually	
4.g	Action: Identify opportunities to establish new Interact Clubs	Annually	Short-Term Youth Exchange Chair (Maine) Dana Delano
4.h	Action: Add at least three net new, active Interact Clubs	By June 30, 2028	
4.i	Action: Identify opportunities (including having a strong, host Rotary Club and/or a Rotarian who is a faculty member at the college/university) to establish new Rotaract Clubs (particularly college/university based Rotaract Clubs)	On-going	Short-Term Youth Exchange Chair (Québec) Isabelle Martin
4.j	Action: Identify and implement strategies that the host club can use to help establish and encourage on-going membership with the Rotaract Club	On-going	
4.k	Action: Add three net new Rotaract Clubs (it is recommended, but not mandated that a Rotaract Club have at least 15 members)	By June 30, 2028	
4.l	Action: Encourage each Club to send at least one person to RYLA	Annually	

Goal 5: Improve Rotary’s Public Image at the Club and District level

Objective 5.1: Increase the number of Clubs that consider their club and their district to be “strong” or “very strong” with regard to Public Image.

Goal 5 Action Steps		Timeline	Committee / Lead
5.a	Action: Complete a district-wide assessment of Club’s branding and use of current Rotary images.	Year 3	District Public Image Chair Elie Catafago
5.b	Action: Provide information, education and training (including availability of the Learning Center) to Clubs around branding and current use of Rotary images.	Year 3-4	
5.c	Action: Increase the number of clubs that have a Public Image Chair and/or Public Relations Manager as indicated in Clubrunner (from 34% in 2023 to 50%)	On-going	
5.d	Action: Encourage clubs to utilize Rotary International Brand Center	On-going	
5.f	Action: Provide at least one Public Image/Public Relations /Marketing/ Communications Training to Club Presidents (or Presidents-elect and Public Image Chairs)	On-going	

Goal 6: Effectively Manage the District and Prioritize Club Support

Objective 6.1: Increase utilization of the AGs and encourage them to regularly visit and support the Clubs in their area.

Goal 6 Action Steps		Timeline	Committee / Lead
6.a	Action: Review and revise 7790 Mission Statement by March 2024 and present at PETS, which articulates the importance of club support through a well-managed district	Year 1	Executive Committee, DG Sue Pratt, DGE Serge Poulin, DGN Clayton King
6.b	Action: Provide in-depth training to AG’s on an annual basis	On-going	
6.c	Action: Provide an orientation for any new AG’s.		
6.d	Action: Encourage each AG hosts at least one area meeting per quarter for sharing resources and identifying potential collaborations	Year 2 - 5	
6.e.	Action: AGs visit their clubs once per quarter and report back to DG.	On-going	
6.f	Action: Establish an easy way for Clubs to ask for District support, training and/or consultation. An Easy button!	Year 2-4	

Goal 7: Support the Improvement of Mental Health in Our Communities

Objective 7.1: At least 30% of Clubs are promoting and/or involved in mental health initiatives by June 30, 2028

Goal 7 Action Steps		Timeline	Committee / Lead
7.a	Action: MHAT continues activities to support its mission and vision.	Ongoing	Mental Health Action Team, Chair Tina Chapman
7.b	Action: MHAT regularly shares materials, information and education with clubs to promote mental health and wellness.	Ongoing	
7.c	Action: MHAT will sponsor at least three trainings or events to which all club members are invited, annually.	Ongoing	
7.d	Action: Send out a quarterly newsletter to all Club members.	On-going	
7.e	Action: Highlight activities that clubs are coordinating that address mental health and wellness.	On-going	
7.f	Action: Explore partnering with local agencies and/or organizations for mental health initiatives.	On-going	

Goal 8: Support the New Area of Focus - a Clean Environment

Objective 8.1: At least 50% of Clubs are promoting and/or involved in initiatives to protect the environment by June 30, 2028.

Goal 8 Action Steps		Timeline	Committee / Lead
8.a	Action: Increase the number of District Rotarians with membership in ESRAG	Year 1-2	Environment Committee, Chair Jean-Louis Joly
8.b	Action: Establish a District Committee on Environmental Causes	Year 1-2	
8.c	Action: Assess how many Clubs are aware of the Environment Area of Focus and what they are doing to support this AOF	On-going	
8.d	Action: Encourage Clubs to coordinate and/or participate in a service project related to the Environment (i.e. around Earth Day or Community Days of Caring)	On-going	
8.e	Action: Provide support and assistance for Clubs that would like to do a district or global project related to the Environment.	On-going	