***The District will enhance support for clubs and members and strengthen Rotary by achieving the following Goals:***

| **TRAINING & TECHNOLOGY**  | **PUBLIC IMAGE** | **MEMBERSHIP**  | **FOUNDATION**  | **LEADERSHIP** | **COMMUNICATION**  | **OTHER** |
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| 1. District Training and Technology Committee will serve as a resource to the District level Trainer Team.
2. Provide and support educational training sessions for club trainers, Rotary Clubs and Assistant Governors via a variety of delivery methods (Assorted subjects and delivery methods using face to face, YouTube, video, etc.).
3. Each Club will identify an individual to plan for and provide Rotary educational training in the Club (e.g., Club Trainer).
4. District Governor will post a yearly “Welcome to Rotary and D6270” video message on website and/or YouTube or other determined sites
 | 1. Promote Rotary regularly in print, on TV and Social Media – District encourages clubs to invest in Print, TV and Social media advertising.
2. Each club has an active Public Image committee.
3. Clubs use Current Rotary brand (e.g., logo) - each club is encouraged to update the Rotary logos on their documents/ website/ Social Media to be in compliance with the Rotary International Visual Identity Guidelines.
4. Show diversity of District membership - ensure that all media (TV, Print and Social Media) created by the Public Image Committee showcase and support the diversity of the clubs in the district.
 | 1. Enhance immediate engagement of new Rotarians by providing training and resources to clubs to assist with new member engagement.
2. Increase membership in Rotary clubs through more effective invitations to become Rotarians by offering District training to clubs on inviting people to become Rotarians.
3. Promote improved membership attraction and engagement by providing District assistance to clubs in need of assistance.
4. Enhance Membership by making resources available in a Membership Tool Kit available to clubs, membership chairs and the district, including resources on attraction and engagement of members.
5. Provide increased support for membership, District Membership Committee and Clubs, District 6270 by hiring and engaging a District Membership Administrative Assistant.
 | 1. All Clubs will donate to The Rotary Foundation.
2. District will achieve 100% EREY at average of $100.
3. Every club will add 20% of its members to be a Paul Harris, Paul Harris Society member, Benefactor, Bequest Society member.
4. Global Grants will be funded by pooled money from clubs with a 50% increase in multi-club grants.
5. District wide holds celebrations of ending polio.
 | 1. District will encourage each club to establish a liaison with the district to assist the Club President with communication and Training of information from the District.
2. Leadership will increase and expand communication about District level decision making to increase transparency and information flow by involving AGs and Committee Chairs in quarterly Executive Committee meetings.
3. Assistant Governors will be integrated more fully into district leadership, assisting clubs to achieve goals and communicating quarterly with Leadership Team.
 | 1. Develop a Communication Plan to increase the effectiveness of communication with Clubs.
2. District will encourage each club to establish a liaison with the district to assist the Club President with communication and Training of information from the District.
3. Develop a mechanism to share best practices with clubs across the District.
4. Develop a mechanism to share best practices with clubs across the District.
5. Enhance web presence by separating information for members from public image / recruiting information on websites.
 | 1. Engage Rotary Alumni through a District Alumni Committee.
2. 75% of clubs sponsor at least 1 World Affairs Student.
3. Increase District level support for Rotaract.
4. Expand the Youth Services Committee to increase support for youth outreach.
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