

RI District 5930 Strategic Plan 2010-2015



Developed by
F.J. Brewerton, Chair, PDG 2003-04
Gilbert Serna,* DG 2010-2011
Dennis Roberts, PDG 2009-2010
Lauro Solis* DGE 2011-2012
Russell Cain, PDG 2008-2009
Andy Hagan, RAL
Art Zeitler, RAL
J.D. Simpson* DGN 2012-2013



*Key Implementers



Membership Development Objectives

Total Rotarians

Year	Goal	Number
2010-2011	≥	2216
2011-2012	≥	2276
2012-2013	≥	2341
2013-2014	≥	2416
2014-2015	≥	2501

Rotary District 5930



Membership Development Strategies

- Implement the RI Membership Development Plan on pp 18-20 of 2007 M.O.P.
- Formulate 5-member district Membership Committee to provide leadership for Membership Development.
- Publicize Membership Goals as high priority using District Website, District Newsletter, or email messages



Extension Objectives

New Clubs

Year	Goal
2010-2011	≥ 1
2011-2012	≥ 1
2012-2013	≥ 1
2013-2014	≥ 1
2014-2015	≥ 1

Rotary District 5930



Extension Strategies

- Develop District-Wide plan for new club development
- Appoint specific individual Rotarians to initiate and pursue development



Rotary District 5930

Foundation Giving Objectives

Annual Fund Giving

Year	Goal	Amount
2010-2011	≥	\$200,000
2011-2012	≥	\$216,220
2012-2013	≥	\$234,100
2013-2014	≥	\$253,680
2014-2015	≥	\$275,110

Polio Plus Giving

Year	Goal	Amount
2010-2011	≥	\$50,000
2011-2012	≥	\$50,000

Rotary District 5930



Permanent Fund Giving

New Benefactors

Year	Goal	Amount
2010-2011	≥	56 (one per club)
2011-2012	≥	56 (one per club)
2012-2013	≥	56 (one per club)
2013-2014	≥	56 (one per club)
2014-2015	≥	56 (one per club)

New Bequest Society Members

Year	Goal	Amount
2010-2011	≥	2 (District Wide)
2011-2012	≥	2 (District Wide)
2012-2013	≥	2 (District Wide)
2013-2014	≥	2 (District Wide)
2014-2015	≥	2 (District Wide)

Rotary District 5930



Foundation Giving Strategies

- Formulate a District Foundation Support Committee that will aggressively promote the Foundation's programs
- Recruit and appoint special Foundation Ambassadors who will aggressively promote the Foundation's programs.
- Aggressively promote the District's Foundation goals using electronic media and personal contacts.
- Develop a plan and time schedule for soliciting Foundation support that utilizes the Foundation Support Committee and the Foundation Ambassadors
- Provide necessary budget support

Rotary District 5930



Finance Function Objectives

- Implement RI Code of Policies Regarding Finance Committee in 2010 and thereafter (see RI Code of Policies Section 17.030.3 and Section 17.060)
- Implement 3-year staggered terms (District Treasurers)
- Prepare budget with Governor
- Review and recommend per capita levy
- Require Treasurer and Governor signatures on bank account
- Present yearly financial report at District Assembly



Finance Function Strategies

- Implement the RI Code of Policies prescribing the make-up and functions of the District Finance Committee
- Appoint District Finance Committee Members with accounting experience
- Require budget preparations by District Finance Committee with the District Governor
- Require co-signature on all District bank accounts
- Require annual independent financial review
- Provide necessary budget support



Rotary Awareness Objectives

- Design and implement effective District Rotary Awareness Campaign in 2010-15 and thereafter



Rotary Awareness Strategies

- Appoint a 5-member Rotary Awareness Committee to create an Awareness campaign
- Establish a student campaign competition at the various university/college institutions
- Integrate the student competition ideas into the District Awareness Campaign
- Provide necessary budget support



Club Excellence/Recognition Objectives

- Design and implement a consistent, continuous and timely club excellence/recognition program



Rotary District 5930

Club Excellence/Recognition Strategies

- Formulate and implement a permanent, consistent, competitive, continuous, and timely Club Excellence Program
- Utilize electronic media to promote and publicize the program
- Heavily publicize clubs receiving excellence/recognition in the media
- Provide necessary budget support

Rotary District 5930



Technology Objectives

- Establish a standing District Technology Committee to investigate and recommend District-level applications of technology



Rotary District 5930

Technology Strategies

- Appoint a 3-member Standing District Technology Committee to recommend appropriate and expanded use of information technology
- Staff the committee with individual Rotarians possessing appropriate technological expertise
- Design and conduct a survey identifying technology utilization opportunities
- Provide necessary budget support



Rotary District 5930

Rotaract, Interact, Earlyact

New Rotaract Clubs

Year	Goal	Amount
2010-2011	≥	1
2011-2012	≥	1
2012-2013	≥	1
2013-2014	≥	1
2014-2015	≥	1

New Interact Clubs

Year	Goal	Amount
2010-2011	≥	2
2011-2012	≥	2
2012-2013	≥	2
2013-2014	≥	2
2014-2015	≥	2

Rotary District 5930



Interact, Rotaract, and Earlyact Strategies

- Establish 5-member District Interact, Rotaract, and Earlyact Committee comprised of School District Superintendents, Collegiate Faculty members, and private school Principals to develop a plan for club development
- Provide necessary budget support



Pets and Club Attendance

- Enforce PETS attendance requirement (no local make-up) beginning 2011-12
- Club Attendance

Club Attendance %	Year	Goal	Target
	2010-2011	≥	70%
	2011-2012	≥	71%
	2012-2013	≥	72%
	2013-2014	≥	73%
	2014-2015	≥	74%



PETS and Attendance Strategies

- Establish Club Attendance goals for the District and include them in the Club Excellence/Recognition Program
- Publicize attendance goals as high priority item utilizing electronic media
- Enforce required attendance at PETS and the District Assembly by Presidents-elect
- Eliminate the District PETS make-up program
- Publicize the benefits of PETS
- Provide necessary budget support



2011-2012

Get Involved and
Have An
Exciting Year



Rotary District 5930