



## 2021-2022 District 5930 Action Plan

A plan for and by People of Action making a difference.

Together we can follow a path to a stronger, more effective, and vibrant year. At the center of the effort is our Action Plan that will help us become the Rotary we want to be, and the Rotary our communities need us to be.

The Action Plan builds on the extraordinary abilities we have developed in our own professional lives and careers, and it plays to our strengths as leaders, presidents, and committees.

To create our plan, we looked at data, foundation giving, membership projections, and emerging social trends. We assessed what it would take to move from where we are now to where we want to be. Our Action Plan is ambitious, and attainable in a time of extraordinary challenges.

District primary growth plan:

- **Foundation:**
  - Grow EREY by net 1.
  - 100% Club goals enter in rotary.org.
  - Grow Paul Harris Sustaining (PHS) members by net 1.
  - Grow Annual Fund Giving over last year per club.
  - Grow Polio Plus Fund over last year giving.
  
- **Membership:**
  - Grow club membership by the end of fiscal year with Net 1 with a stretch goal of Net 3.
  - 100% of clubs provide updated membership and leadership data in club runner.
  - Improve Rotary Leadership Institute (RLI) participation.
  - Improve club retention level to 90% or more.
  - Engagement with our Rotaract and Alumni members.
  
- **Public Image/PR:**
  - Understanding our brand
  - Club brand checklist
  - Create a winning newsletter and website.
  - PR and promotion for your club.
  - Have a plan and tell your story.

- **Youth Service:**
  - Explore opportunities to charter more Rotaract and Interact Clubs.
  - Explore opportunities for Alumni membership retention.
  - RYLA, preparations for in person or other pending pandemic restrictions.
  - Support Youth Exchange program pending pandemic restrictions.
  - Four Way Test Speech Contest, preparations for in person or virtual meeting pending pandemic restrictions.
  
- **District Initiatives:**
  - Two cause base service projects for greater impact:
    - Area of focus basic literacy and education: Literacy Project.
    - Area of focus disease and prevention treatment: Fight Hunger-Feed Hope.
  - World Project Fair
    - Clubs can showcase their local or international projects to other clubs in other districts, and zones. Opportunities for Global and District Grant projects.
  - Foundation most impactful service project
  
- **Club Administration:**
  - Checklist for clubs' tasks and due dates for easier administration.
  - Attain all club officers, committee chair, etc., accurate information in club runner.
  - Assist clubs entering their goals into rotary.org.
  
- **Club Recognition:**
  - Achieve the following:
    - The Rotary Citation
    - District Governor's Exemplary Club Award
    - Polio Plus Award
    - Governor's Peace through Rotary Club Award

**Amando Chapa**

District 5930 Governor 2021-2022  
Proud member of the Edinburg Rotary Club

