District 5520 New Club Development Plan, 30 April 2020, DGE Sunny Kellerman reporting

**Vision:** A vibrant, growing Rotary District 5520, where new clubs are added regularly and there are enticing Rotary opportunities for people of all ages, ethnicities, genders and interests

**Goals:**

1. A net gain of one Rotary club per year over the next five years: 72 Rotary clubs in District 5520 by 2025

2. Stretch Goal: A net gain of TWO Rotary clubs per year over the next five years: 77 Rotary Clubs in District 5520 by 2025

3. Stretch Goal: Distribution of new clubs among our five regions.

**Steering Committee: Our Team:**

- District Governor Gary King
- District Governor Elect Sunny Kellerman
- District Governor Nominee Bob Rausch
- District Governor Nominee (Designate) John Drusedum
- District Membership Chair Jim Hatcher
- District Extension Chair Jon Morrison
- District Alumni Chair Dom Bernardi
- District Youth Programs Chair Sarah Robinson
- Lieutenant Governor Tony Pino

**Criteria**

"New clubs" will be "real" (true) Rotary clubs, composed of

- 20-25 service-minded individuals
- Clear on the financial obligations of Rotarians
- With identified leadership
- And a plan for contributing to their communities for the next few years

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**Strategies**

1. Involve our Lieutenant Governors for all five regions: Have them on the team and ask them to participate in researching prospective new club possibilities in their regions.

2. Involve Assistant Governors, the District Membership Committee members and club membership committees.

3. Hold a Zoom training for everyone working on this project, to ensure that everyone knows:
   a. What is involved in creating new club
   b. What the steps are
   c. What the criteria are
   d. What resources are available

4. Use the demographic table created by our Extension Chair to identify and target communities in our District with sufficient population and/or sizable employers to sustain a new Rotary club.

5. Collect, create and share resources ("tools") with the team, including:
   a. Zoom training (Planned, to be created by PDG Tom Carroll)
   b. Rotary.org "Starting a Rotary Club"
   c. Materials from the Zone Task Force for New Club Development

6. Develop and promote club types and membership opportunities specifically designed to appeal to Gen X (born 1965-1980), Millenials (born 1981-1996) and Gen Z / Post Millenials (born 1997 and later) – young professionals who are the future of Rotary.

7. Identify areas / demographic groups where Rotary clubs might flourish, including:
   a. Returning (or temporarily evacuated) Peace Corps volunteerss
   b. Retirement communities
   c. Universities and colleges

       d. Communities with significant numbers of former Rotarians (who might create a new club themselves or form the nucleus for a new club)

8. Be creative – consider e-clubs, passport clubs, cause-based clubs and more.

9. Foster satellite clubs which can serve as "stepping stones" to full-fledged Rotary clubs as they strengthen and grow.

10. Build Rotaract clubs as a way to involve young people in Rotary and bring them into new Rotary clubs.

11. In targeted communities, issue an open invitation to check out Rotary and have those who attend create a list of what their community needs. Create "need-based" or "why-based" clubs.

12. Collect and utilize lessons learned: What makes some clubs thrive and others falter?

13. Foster an engaged team: Meet regularly by zoom, offer periodic trainings and share progress reports and success stories, work from interim targets.

14. Create and implement a plan to support all new clubs and integrate them into their communities and our District.


**Objectives / Accomplishments Action Plan: for Year 1**

1. Establish a clear infrastructure for managing our team(s)
2. Create a District-wide conversation FOR new club development:
   a. Share vision, goals and objectives
   b. Expand and train the team (educate LGs, AGs and others re process)
   c. Identify and share resources
3. Research and identify 10-20 possible locations and/or ideas for new clubs
4. Develop an "introduction to Rotary in your community" presentation and begin to make it available to key prospect communities
   5. Select and support at least two communities in creating new clubs