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**2019 – 2020**

***CLUB PLANNING***

***IDEAS FOR***

***THE***

***BEST YEAR EVER***

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**Randy Van Tassell, District Governor**

**Club Administration/Club Service**

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| Conduct a Board Retreat between 4/1/19 and 6/15/19. |
| Set at least 10 goals in Rotary Club Central by 6/30/19. |
| Post at least one project on Rotary Ideas. www.ideas.rotary.org |
| Post at least 1 to 2 projects on Rotary Showcase.  |
| Pay July 2019 and January 2020 RI and District dues on time. |
| Create or update a club long-range or strategic plan covering at least three years through the Visioning, Vision to Action or similar process. |
| Review, update, and adopt your club bylaws during the year incorporating recent COL changes. |
| Have an ongoing program to keep the Four-Way Test before its members.*Examples: Recite the Four-Way Test at each meeting, give out Four-Way Test coins or cards, have a Four-Way Test moment at meetings* |
| Schedule and promote club programs with varied and interesting presentations to engage members. |
| Have three District chairs or District committee members make a presentation at club meetings. Does not have to be the main speaker.  |
| The club distributes regular (at least monthly) bulletins or newsletters (hard copy or electronic) to its members. |
| Members participate in Rotary Academy.  |
| Have at least 50% of members identify their skills and interests in their My Rotary profiles and unlock that section to make it visible on their public profiles. |
| Club members attend Rotary Leadership Institute part 1, 2 or 3 during the year.  |
| Have **at least** 2 club members participate in Discussion Groups on My Rotary.  |
| One member of the club actively serves at the District level (committee member or above). |
| Actively promote members to participate in District Conference by appointing a Conference Champion to share conference information on a regular basis and assist members with registration as needed. |
| Percent of members registered for District Conference by 3/31/20.  |
| President-Elect (2020-2021) attends Pre-PETS, PETS **and** Club Leadership Assembly.  |
| Conduct elections and have Club President for 2021-2022 selected by 12/31/20. |
| President, Secretary, Treasurer, 6 Directors and committee chairs attend Club Leadership Assembly in 2020. |
| Conduct club social activities in addition to the regular club meetings. |

**Community Service**

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| Conduct a community needs assessment to determine potential service projects in the community by 8/31/19. |
| Ensure that ***every*** club member participates in at least one service project this year. |
| At least 50% of club members participate in a single hands-on project, other than “Rotarians at Work Day”. Report in Rotary Showcase. |
| Club participates in Rotarians at Work Day project on 4/25/20. |
| Other than “Rotarians at Work Day”, sponsor or participate in a local or District Rotary Day event to introduce non-Rotarians to Rotary. |
| Involve family members and/or non-Rotarian community members in a service project. |
| Participate in a local community service project related to at least one of the Rotary’s 6 Areas of Focus. |
| Conduct a multi-club service event with at least one other club in your area. |
| Collaborate/partner with a non-Rotarian organization in your community on at least one community service project. |
| Conduct a club or community forum or a service project focused on an issue important to your community as discovered in the Community Needs Assessment. Examples: *reducing bullying in schools, addressing kids at risk, gang violence, or battered women.* |
| Present an annual Community Service Award to a member of the community at large or club member who has given back to the community. |
| Participate in a youth literacy project in the community. |
| List at least one community service project on Rotary Showcase to include an outline of the project, $ spent, $ raised, volunteer hours, in-kind contributions, and the results. |
| Sponsor at least one Rotary Community Corps to enhance community engagement and ensure project sustainability. Certify with RI. |
| Enhance one of your club project’s scope and visibility by partnering with at least three other Rotary clubs in your area, District, or other District. Report in Rotary Showcase. |
| Establish partnerships with one or more corporate or government entities and conduct a service project together. Report in Rotary Showcase. |
| Community Service Chair and committee members attend the Community and Vocational Service track at the Avenues of Service Seminar.  |
| Carry out one club project focused on the environment this year. |
| Have a program on Human Trafficking at a club meeting, put on a program at a school or other avenue bringing awareness to the community.  |

**Foundation**

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| Post all Rotary Foundation goals on Rotary Club Central by 6/30/19 |
| Club President has personally contributed to the Foundation by 7/31/19. |
| Earn the 100% Foundation Giving Club Banner by 3/31/20. 100% of members contribute at least $25 to any Foundation gift designation and the Club achieves at least $100 per member on average (or per capita). |
| Increase total club giving to The Rotary Foundation by 10% over last year by 3/31/20. |
| Earn the 100% Every Rotarian, Every Year Club Banner by 3/31/19. 100% of members contribute at least $25 to the Annual Fund and the Club achieves at least $100 per capita (or on average). |
| Attain a minimum Annual Programs Fund contribution of $100 per capita. |
| Meet a goal for the number of Paul Harris Society Members in the club (member contributes $1,000 per year)  |
| Increase the number of Rotary Foundation Sustaining Members in the club (member contributes $100 per year or more to the Annual Fund)  |
| Increase the number of Benefactors and/or Bequest Society members in the club this year over last year.  |
| Set and achieve a polio plus club goal in Rotary Club Central of at least $1500.  |
| Conduct or participate in a club or area community polio awareness program on or near World Polio Day, 10/24/19.  |
| Have at least 10% of the club members enrolled in Rotary Direct. |
| Conduct a club meeting devoted to enrolling members in Rotary Direct. |
| Club participates in an area (or club) Foundation celebration dinner during the year. |
| Have the President, President-Elect or one other member attend a Grants Management Seminar on or after 2/2/19.  |
| The Club participates in a Global Grant project during the year. |
| The Club receives a District Service Grant and completes report by 3/31/20. |
| Nominate, sponsor and**/**orassist another club in support of a Rotary Peace Fellow or Global Grant Scholar. |
| Club Members become Triple Crown Award recipients. The triple crown award is being a PHS, Major Donor and a benefactor and/or Bequest society member. |

**International Service**

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| Initiate a NEW International Service project this Rotary year. |
| Send club member(s) on an International Project Fair trip to evaluate and select potential projects. |
| Adopt a Twin (or Sister) Club from another country and formalize the relationship with the presentation of a Twin Club Certificate available from RI on my.rotary.org. |
| Conduct an E-Meeting (Skype, Facetime, or other electronic meeting) with a Club from another country.  |
| Partner with another Rotary Club in D5190 to undertake an international service project by providing money or volunteer resources. |
| Collaborate/partner with a Rotary club in another country to implement a service project. |
| Provide Rotary volunteer(s) for a hands-on international service project. |
| Work with non-Rotarian organization such as church or school organizations to implement an international service project.*Examples: Project Shoe Box, Free the Girls, International Reading Association* |
| Provide disaster relief through direct contributions or contributions to a relief organization.*Example: Shelter Box* |
| Increase the number of Club member(s) who have joined a Rotary Fellowship or Rotarian Action Group this year from last year; to connect with people around the world who share like interests.  |
| Club President and members register to attend the 2020 RI Convention in Hawaii by 3/31/20. |
| International Service Chair or committee members attend the International Service track at the Avenues of Service Seminar.  |
| Partner with another Rotary Club in D5190 or another District for a Rotoplast by providing money or volunteer resources. |

**Membership**

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| Have a membership committee including a Recruiting Chair **and** a Retention Chair.  |
| Increase the club's membership diversity by recruiting at least two new members outside your club’s demographic profile. *Example: gender, age, profession, or ethnicity.* |
| Enroll the spouse of a club member or referred a spouse who then enrolled in another rotary club.  |
| Promote members to bring visitors to club meetings. Club President recognizes these visitors during introductions and/or at the end of the meeting. |
| Recruit a former Rotaractor or Rotary alumnus to join your club or another club. |
| Invite prior members to a social "Rotary Reunion". |
| Promote member engagement by ensuring that 100% of club membership is assigned a specific role in your club, either in a leadership position or as a member of a club committee or project initiative. |
| Initiate or update a new member welcome **and** mentoring program. |
| Hold “Fireside Chats” or information meetings for all prospective members prior to joining Rotary.  |
| Have at least 50% of club members registered in My Rotary. |
| Sponsor a family friendly social activity inviting all club members. |
| Have District Membership Committee member be the speaker for a club meeting **or** work with the club membership committee on strategies. |
| Conduct a membership engagement assessment to increase membership retention. Use “We Care”, “12 Letters” or a program of your own by 9/30/18 |
| Hold a minimum of 2 Club Assemblies focused on membership. Club Assemblies are a full club meeting taking the place of a speaker. |
| Membership Chair and committee members attend Membership track at the Avenues of Service Seminar.  |

**Public Image**

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| Have a public relations program to promote club activities and projects. |
| Collaborate/partner with other clubs in the area to leverage media coverage for the benefit of Rotary.  |
| Actively promote the daily wearing of the Rotary pin with the new Rotary branding and recognize those members who do. |
| Proudly display the Rotary logo using the new branding on ***all*** projects, banners, and publications of the club along with the club name. |
| Regularly use social and traditional media to: 1) publicize your club’s activities, 2) enhance public image and 3) recruit new members.  |
| Involve local media with at least one club event, project or fundraiser. Report in Rotary Club Central. |
| Implement a strategy using social media and/or local media to attract younger members. |
| Sponsor a newspaper insert/ad or other media focusing on the Rotary club(s) in your community and their positive impact. |
| Use Rotary Brand Central templates to develop the club’s brochures and promotional material and make them available for distribution. |
| Share Rotary's key messages by using them in print and/or public speaking opportunities. |
| Hold a fellowship, networking or collaborative event that is open to the public to introduce non-Rotarians to Rotary. (other than regular club meetings) |
| Club website is kept up to date on an ‘as needed basis’ to maintain current information and activities. Use Rotary’s new branding and visual identity guidelines. |
| Define the club’s “signature activity” or “pet project” and promote it to the public and have non-Rotarians in the community participate. |
| Place recent copies of "The Rotarian" magazine with a sticker indicating local club contact information at high volume locations throughout the community.  |
| Submit at least one event or article to be published in the District newsletter or posted on the District website. |
| Public Image Chair and committee members attend the Public Image track at the Avenues of Service Seminar. |

**Vocational Service**

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| Develop or maintain a listing of members in print or online with their classifications and businesses to aid members in doing business with other Rotarians. |
| Provide Rotarians and non-Rotarians advertising opportunities for a fee on your club website. Have one or more new paid advertisers.  |
| Have a program, at least quarterly, encouraging members to speak about their vocations without penalty. Club meeting OK. *Examples: "Member Minutes"* |
| Participate in a Vocational Development programor provide career speakers for students. Must be outside of club venue.*Examples: Career Day, Mentoring Program, Job Shadowing, Retraining Program, Science Fair* |
| Sponsor a career day that club members introduce their vocations to local youth. It may be part of Career Coaching. Must be outside of club venue. |
| Conduct a career counseling or vocational based training program. |
| Create a NEW vocational service project this year. |
| Have an employee and/or professional recognition day, such as police, fire, teacher, medical, etc. |
| Present to Rotarians and non-Rotarians an ethics-based program, such as a discussion group or work-shop, on maintaining high ethical standards in the workplace. Outside of regular club meeting. |
| Conduct an ethics-based program or workshop in a local school using the Ethics Initiative materials available from the District Ethics Initiative Committee.  |
| Organize at least one Rotary means Business event that club members can meet other local professionals and introduce them to Rotary.  |
| Conduct tours of member businesses and/or local businesses or employers.  |
| Participate in an adult literacy project. (skill-based learning). |
| Host a Chamber of Commerce social with other clubs in the area. |
| Vocational Service Chair and committee members attend the Community and Vocational Service track at the Avenues of Service Seminar.  |

**Youth Service**

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| Adopt and support a local school throughout the year. |
| Board formally adopts and announces to membership via email, the District Youth Protection Policy including the use of on-line applications and training. Provide links via email to club members.  |
| Club members complete on-line Youth Protection Training.  |
| Actively support ***and*** participate in a program to combat substance abuse by our youth. |
| Present academic, athletic or vocational scholarships to high school or college students.  |
| Charter or adopt a Boy Scouts of America or Girl Scouts of the USA group, then support them by recognizing youth achievement and/or recognizing adult leaders and/or making a significant contribution of funds, time or materials. |
| Present the Cliff Dochterman Award to a Scout leader or the Eagle Scout/Gold Award Certificate to a Boy or Girl Scout at a club meeting.  |
| Currently sponsor or co-sponsor an Interact Club and/or a Rotaract Club. |
| Sponsor or co-sponsor a **new** Interact and/or Rotaract Club.  |
| Have at least three club members mentor an Interactor and/or Rotaractor. Report in Rotary Showcase.  |
| Involve Interactors and/or Rotaractors in at least one club project, fundraiser, or social event. |
| Rotary club and Interact club create and conduct a joint project. |
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| Host an Interactor and/or Rotaractor at club meetings at least once a quarter. |
| Sponsor Interactors and/or Rotaractors to attend Club Leadership Assembly and/or District Conference. |
| Sponsor a school and provide a club coordinator for Rotary’s Eighth Grade Leadership, REGL. |
| Sponsor students for RYLA Camp in June and/or July 2020. |
| Provide a RYLA Counselor/Staff and/or REGL adult mentor. |
| Have a student speak to the club after attending RYLA. This does not have to be the entire program. |
| Host an inbound RYE student during this Rotary year. |
| Sponsor an outbound RYE student this Rotary year |
| Regularly bring your RYE student(s) to the meetings, fundraisers or social events (once per quarter). *Include host families when possible.* |
| Have your RYE student at a club meeting give a talk about their home country and their exchange experience. |
| Facilitate and/or help sponsor a RYE short term exchange. |
| Participate in Area Music and/or Speech contests.  |
| Board conducts a study of the Achievement Beyond Obstacles program and determines if and how the club will participate in the program (i.e. as a single club or with other clubs). |