



Governor – 2023-2024
Dave Emerick



Governor – 2022-2023
Laura Kann

Rotary District 6420 Strategic Plan 12-Month Update for Rotary Year 2023-2024

As you probably know, District 6420 released a new Strategic Plan in December 2021. This plan provides a blueprint for moving forward during at least the next five years and will help take our Rotary District from good to great. This Strategic Plan also strengthens our shared commitment to Rotary's core values of service, fellowship, diversity, integrity, and leadership and is consistent with our Four-Way Test.

To make sure that the plan remains a living, breathing blueprint for our future, the District Leadership Team gathered together on June 10, 2023 to review the plan after the first 18 months of implementation. We wanted to make sure that the Goals and Action Plan for each Strategic Priority were still appropriate, realistic, and achievable. We also wanted to be sure that our District activities and the District budget remained tied to the Strategic Plan. Based on our discussions we decided to maintain or slightly revise some of the current Goals as well as create some new 12-month Goals. We also updated many of the Action Plan strategies. This new Strategic Plan is now based on the Rotary year that runs from July 1, 2023 to June 30, 2024.

The District Leadership Team plans to meet in July 2024 to again review the entire Strategic Plan and develop new 12-Month Goals and an Action Plan. Before then we would welcome your input about how we can make the plan better in the future for the good of Rotary.

Yours in Rotary,

Dave Emerick
Governor, 2023-2024
District 6420

Laura Kann
Governor, 2022-2023
District 6420

District Vision

An active and diverse Rotary District working collaboratively to enrich our member's Rotary experience and make a lasting impact among those we serve locally and globally.

Strategic Priority #1 – Membership

Increase the number of active, engaged, and diverse members and clubs.

12-Month Goals

- 1.1 Increase the number of members by a net of 10.
- 1.2 Increase the number of Rotary clubs from 43 to 44.
- 1.3 Increase the number of active Rotaract clubs by 1.
- 1.4 Increase the percentage of female members by 10% (from 40% to 44%).
- 1.5 Increase the percentage of members less than 40 years of age by 10% (from 4.8% to 5.3%).

Action Plan

- Maintain the District-level Membership Committee.
- Encourage clubs to appoint a Membership Chair and Membership Committee that can work directly with the District Membership Committee.
- Encourage and help clubs to complete the Rotary Club Health Check.
- Encourage clubs to offer professional development opportunities (e.g., leadership positions) to new and younger members.
- Encourage clubs to develop a membership that reflects their community's demographics.
- Implement a new District-wide membership drive.
- Actively seek communities and causes that could support and sustain a new Rotary or Rotaract Club.
- Provide to club-level Membership Chairs and Membership Committees membership development trainings that include a focus on membership retention.
- Encourage club Membership Chairs and Membership Committees to complete relevant courses in Rotary's Online Learning Center.
- Have the District Chairs for membership, the Rotary Foundation, public image, and service continue to meet monthly to foster greater collaborations across each area.

Strategic Priority #2 – Rotary Foundation

Increase contributions to the Rotary Foundation and involvement in Rotary Foundation programs.

12-Month Goals

- 2.1 Increase the amount of giving to the Rotary Foundation's Annual Fund by 10% (from \$183,973 to \$202,370).
- 2.2 Increase the amount of giving to the Rotary Foundations' PolioPlus fund by 5% (from \$71,750 to \$75,337)
- 2.3 Increase the number of members contributing to the Rotary Foundation by 10% (from 586 to 645)
- 2.4 Increase involvement in Rotary Foundation programs.
- 2.5 Increase the number of Every Rotarian Every Year (EREY) clubs from 3 to 4.

Action Plan

- Promote and maintain the Polio Plus Society.
- Encourage clubs to appoint a Foundation Chair and Foundation Committee that can work directly with the District Foundation Committee.
- Provide easy and multiple opportunities (e.g., Rotary Direct) for members to contribute to the Rotary Foundation.
- During new member orientation, encourage clubs to include information about the Rotary Foundation, its impact, and the expectation that all Rotarians should contribute annually.
- Showcase Rotary Foundation programs and projects at club and District events.
- Identify at least one qualified person interested in becoming a Rotary Foundation Global Scholar or Peace Scholar.
- Have the PolioPlus Committee work with clubs to promote awareness and increase giving to the PolioPlus fund.
- Encourage clubs to consider being involved in Global Grants.
- Have the District Chairs for membership, the Rotary Foundation, public image, and service continue to meet monthly to foster greater collaborations across each area.

Strategic Priority #3 – Public Image

Improve how we promote Rotary and our positive impact locally and globally.

12-Month Goals

- 3.1 Increase member support for the District newsletter (the *Actuator*), by increasing its open rate by 15% (from 40% to 46%)
- 3.2 Increase the number of members participating in public image training events by 20% (from 17 to 20).
- 3.3 Provide clubs with direct assistance to improve their social media and website.
- 3.4 Strive to become 100% compliant with Rotary branding requirements.
- 3.5 Increase to 50% the percentage of club events listed on the District's ClubRunner calendar.
- 3.6 Increase the number of District Facebook followers by 5% (from 627 to 659).

Action Plan

- Encourage clubs to appoint a Public Image Chair and Public Image Committee that can work directly with the District Public Image Committee.
- Launch and promote a Public Image Award program.
- Establish incentives for clubs to improve their District newsletter (the *Actuator*) open rate.
- Establish incentives for clubs to increase participation in public image training events.
- Establish incentives to encourage clubs to update social media branding.
- Encourage clubs to enter their events on the District's ClubRunner calendar.
- Help three clubs without a website to establish one.
- Provide at least two trainings for clubs to highlight the importance of Rotary brand fidelity and state-of-the-art public image strategies, including internal club communication strategies.
- Use Rotary's People of Action materials at least 10 times in social media postings.
- Have the District Chairs for membership, the Rotary Foundation, public image, and service continue to meet monthly to foster greater collaborations across each area.

Strategic Priority #4 – Service

Foster active and involved clubs committed to service.

12-Month Goals

- 4.1 Continue the annual District-wide service project.
- 4.2 Promote club service projects that champion greater Diversity, Equity, and Inclusion (DEI).
- 4.3 Implement a strategy to recognize and reward internal and external club service project successes.
- 4.4 Increase the number of collaborative service projects within each Assistant Governor Area.

Action Plan

- Create a District-level Service Project Committee and associated position descriptions.
- Encourage clubs to appoint a Service Project Chair and Service Project Committee that can work directly with the District Service Project Committee.
- Showcase club service projects at club and District events.
- Encourage clubs to partner with other Rotary, Rotaract, Interact, and EarlyAct clubs to conduct bigger and more impactful service projects.
- Launch and promote a Service Project Award program that includes recognition of projects that champion Diversity, Equity, and Inclusion (DEI).
- Introduce the District-wide service project at President Elect Training Seminar (PETS) to allow club's ample time for planning.
- Encourage clubs to seek service project partnerships with other local organizations, particularly those that focus on underserved members of the community.
- Publish a list of District-wide service projects on the District website to inspire clubs to try something new.
- Have the District Chairs for membership, the Rotary Foundation, public image, and service continue to meet monthly to foster greater collaborations across each area.

Strategic Priority #5 – Operations

Make more effective use of District resources for the benefit of clubs and Rotarians.

12-Month Goals

- 5.1 Mitigate District dues increases.
- 5.2 Appoint the District Finance Committee with support from the District Governor line to implement a strategic approach for allocating surplus District funds.
- 5.3 Develop an improved succession plan for District leadership.
- 5.4 Continue the plan to increase club-level awareness and compliance with Rotary's youth protection measures for all youth-related activities.

Action Plan

- Complete a detailed analysis of District finances and priorities and develop a long-term plan for allocation of funds reflecting this Strategic Plan.
- Maintain the list of potential District-level leaders that is updated at least every six months by District leadership.
- Appoint assistant committee chairs as appropriate at the District level.
- Require all Presidents-Elect to complete Rotary's *Protecting Youth Program Participants* online course.
- Require all clubs to sign a District 6420 Youth Protection Policy statement of compliance to conduct youth-related programming.