



Governor – David Bills



Governor-Elect – Laura Kann

# Rotary District 6420 Strategic Plan

We are pleased to share with you Rotary District 6420's new 2021 Strategic Plan. This is our blueprint for moving forward together during the next five years and for taking our Rotary District from good to great. This Strategic Plan strengthens our shared commitment to Rotary's core values of service, fellowship, diversity, integrity, and leadership and is consistent with our Four-Way Test.

We began development of the Strategic Plan on July 1, 2021 when we asked every club to help us understand the state of the District by completing a short survey covering the club experience, service and socials, members, image, and business and operations. We were grateful to receive responses from 39 of our 43 clubs. The Assistant Governors used the survey results to help reflect on internal strengths and weaknesses and external opportunities and challenges facing our clubs and District. All of this information was then shared with a 10-member District leadership team who met three times to develop the District's new vision, strategic priorities, 18-month goals, and action plan.

District leadership will review the Strategic Plan at least annually to make needed modifications, develop new 12-month goals, and determine a subsequent action plan. District activities and the District budget will be tied to this Strategic Plan. We encourage you to review this document carefully and consider how you and your club can help us achieve our strategic priorities. We also welcome your input about how we can make the plan better in the future for the good of Rotary.

Yours in Rotary,

David Bills  
Governor, District 6420

Laura Kann  
Governor-Elect, 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.**

#### 18-Month Goals

- 1.1 Increase the number of members from 1483 to 1533.
- 1.2 Increase the number of Rotary clubs from 43 to 46.
- 1.3 Increase the number of Rotaract clubs from 5 to 6.
- 1.4 Increase the percentage of female members by 10% (from 36% to 40%).
- 1.5 Increase the percentage of members less than 40 years of age by 10% (from 28% to 31%).

#### Action Plan

- Develop a District-level Membership Committee and associated position descriptions.
- Encourage clubs to appoint a Membership Chair and Membership Committee that can work directly with the District Membership Committee.
- Encourage 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 or continue the current District-wide membership drive "Each One, Bring One."
- 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.

## Strategic Priority #2 – Rotary Foundation

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

#### 18-Month Goals

- 2.1 Increase the amount of giving to the Rotary Foundation's Annual Fund by 10% (from \$167,248 to \$183,973).
- 2.2 Increase the amount of giving to the Rotary Foundations' PolioPlus fund by 5% (from \$55,293 to \$58,058).
- 2.3 Increase involvement in Rotary Foundation programs.
- 2.4 Establish a District Grant minimum of \$800 available to every club.
- 2.5 Increase the number of Every Rotarian Every Year (EREY) clubs from 1 to 5.

#### Action Plan

- Create a 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., pledge cards) 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 a new Global Grant for which the District can serve as the lead International partner.
- Identify at least one qualified person interested in becoming a Rotary Foundation Global Scholar or Peace Scholar.
- Help clubs tell Rotary's polio story and educate their members about Rotary's role as the gatekeeper to polio eradication.

## Strategic Priority #3 – Public Image

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

### 18-Month Goals

- 3.1 Increase the number of District-wide communication strategies from 1 to 3.
- 3.2 Develop and implement a public image training strategy.
- 3.3 Provide a consistent, high-quality social media presence about our Rotarians and activities occurring at the District and club levels.

### Action Plan

- Encourage clubs to appoint a Public Image Chair and Public Image Committee that can work directly with the District Public Image Committee.
- Develop a Public Image Award program.
- Publish a District newsletter that regularly provides relevant and valuable information to engage members, promote Rotary clubs, and encourage Rotary Foundation giving.
- Create and maintain a District calendar with club and District events.
- Promote at least two District or club programs or projects each month.
- Conduct an audit of club websites and social media sites and provide feedback to the clubs.
- 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.
- Have at least two District social media accounts targeted to existing and prospective members.
- Use Rotary's People of Action materials at least 10 times in social media postings.

## Strategic Priority #4 – Service

**Foster active and involved clubs committed to service.**

### 18-Month Goals

- 4.1 Establish an annual District-wide service project.
- 4.2 Promote club service projects that champion greater Diversity, Equity, and Inclusion (DEI).
- 4.3 Develop and implement a strategy to recognize and reward club service project successes.
- 4.4 Increase the number of collaborative service projects within each District Area.

### Action Plan

- Appoint a District-level Service Project Chair and 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 and Rotaract clubs to conduct bigger and more impactful service projects.
- Create 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.

## Strategic Priority #5 – Operations

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

### 18-Month Goals

- 5.1 Do not increase District dues.
- 5.2 Develop and implement a strategic approach for allocating surplus District funds.
- 5.3 Develop an improved succession plan for District leadership.
- 5.4 Develop and implement a plan to increase club-level awareness and compliance with Rotary's youth protection measures for all youth-related activities.

### Action Plan

- Conduct a detailed analysis of District finances and develop a long-term plan for allocation of funds reflecting this Strategic Plan.
- Create and maintain a list of potential District-level leaders that is updated at least every six months.
- 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.