



Rotary District 6420 Strategic Plan 3 Year Strategic Plan for Rotary Years 2025 - 2028

Fellow Rotarians,

In 2025–2026, our top priority is **membership growth and engagement**—welcoming new members, strengthening clubs, and ensuring every Rotarian feels valued and inspired.

The **2025–2028 Rotary District 6420 Strategic Plan** gives us a clear path to achieve this, aligning with Rotary’s vision: *“Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.”*

Our plan focuses on six strategic priorities: Membership, The Rotary Foundation, Public Image, Youth Engagement, Service, and Operations—each with measurable goals and actionable steps.

By working together, we will grow Rotary and expand our impact locally and globally.

Let’s move forward—together.

A handwritten signature in blue ink, reading "Melissa McCormick".

Melissa McCormick
District Governor District 6420

Rotary International Vision

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

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.

DISTRICT LEADERSHIP'S GOAL

The district will take ownership and accountability of membership growth through increasing the number of chartered clubs.

Measurement: Baseline 42 clubs / 1,286 members (June 30, 2025)

By 6/30/26: District membership is equal to or greater than: 1,343 (42 clubs)

Strategy: Membership increases through chartering one new club of 15 members and 42 new members (net) at the club level

By 6/30/27: District membership is equal to or greater than: 1401 (43 clubs)

Strategy: Membership increases through chartering one new club of 15 members and adding 43 new members (net) at the club level

By 6/30/28: District membership is equal to or greater than: 1460 (44 clubs)

Strategy: Membership increases through chartering one new club of 15 members and adding 44 new members (net) at the club level

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 1 at every club.
- 1.2 Increase the number of Rotary clubs from 42 to 43.
- 1.3 Increase the number of active Rotaract clubs by 1.

Action Plan

- ☐ Research Rotary Youth Exchange Alumni e-club viability.
- ☐ Finalize research of Junior College based Rotaract clubs: Illinois Valley Community College, Rock Valley College, or Sauk Valley Community College.
- ☐ Complete discovery of community-based Rotaract.
- ☐ Identify a new community-based Rotary club: Harvard, Byron, Milan, or others.
- ☐ Maintain the District-level Membership Committee and actively seek new members.
- ☐ Encourage clubs to appoint a Membership Chair/Committee that can work directly with the District Membership Committee.
- ☐ Utilize the Starting a Rotary Club tool to identify a new community-based Rotary Club.
- ☐ Encourage clubs to offer professional development opportunities by adding training and exposure to Leadership Development opportunities.
- ☐ Develop club-level Membership Chairs/Committees membership through virtual training sessions 1) engagement/retention and 2) alternate membership types to build club membership.

Strategic Priority #2 – Rotary Foundation

Increase awareness contributions of The Rotary Foundation and involvement in The Rotary Foundation programs

12-Month Goals

- 2.1 Increase the amount of giving to the Rotary Foundation's Annual Fund by 10% (from \$166,343 to \$182,977).
- 2.2 Increase the amount of giving to the Rotary Foundation's PolioPlus fund by 5% (from \$94,258 to \$98,970).
- 2.3 Increase the number of members contributing to the Rotary Foundation by 10% (from 673 to 740).
- 2.4 Increase involvement in Rotary Foundation programs.
- 2.5 Increase the number of Every Rotarian Every Year (EREY) clubs by two.
- 2.6 Support the District's effort in promoting one new club & existing club membership growth.

Action Plan

- ☐ Encourage clubs to appoint a Foundation Chair/Committee that can work directly with the District Foundation Committee.
- ☐ Provide easy and multiple opportunities for members to contribute to the Rotary Foundation. Encourage automated giving to The Rotary Foundation e.g., Rotary Direct.
- ☐ 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.
- ☐ Engage clubs to promote polio awareness, increase giving to the PolioPlus fund, and increase membership in the PolioPlus Society.
- ☐ Promote the 3-year thank you to recognize those who contributed to the Annual Fund three years ago and consequently impacted the amount of DDF available during this Rotary year.
- ☐ Promote an increase in the number of Bequest Society and Benefactors in the District.

Strategic Priority #3 – Public Image

Improve how we educate & promote Rotary and our positive impact locally and globally and invite others

12-Month Goals

- 3.1 Increase member support for the District newsletter (the *Actuator*), by increasing its open rate by 10% (from 44% to 48%).
- 3.2 Increase the average number of members participating in public image training events by 20% (from 16 to 19).
- 3.3 Provide clubs with direct assistance to improve their social media and website to attract new members and engage current membership and community.
- 3.4 Support the District effort in promoting 1 new club & existing club membership growth.
- 3.5 Increase the number of District Facebook followers by 5% (from 703 to 738).

Action Plan

- ☐ Encourage each club to identify and establish a Public Image Chair/Committee.
- ☐ Promote & Enhance the District's Public Image Award program.
- ☐ Engage the Assistant Governors to assist with accomplishing Public Image goals by providing them with quarterly club visit topics and content.
- ☐ Provide at least two training events to clubs on topics of Public Image:
 - 1) Rotary brand fidelity training to ensure Rotary brand compliance (goal 100%)
 - 2) Public Image Toolkit for templates to promote community awareness and club communication.
- ☐ Encourage clubs to improve their District newsletter (the *Actuator*) open rate.
- ☐ Encourage clubs to enter their events on the District's ClubRunner calendar.
- ☐ Increase the percentage of clubs posting events on the District's ClubRunner calendar from 30% (14 clubs) to 40% (17 clubs).

Strategic Priority #4 – Strengthen Our Future Through Youth Engagement

Engage & empower the next generation of leaders through RYE, RYLA, Interact – with the goal of deepening youth involvement to strengthen our membership pipeline.

ALL Youth Programs:

- 4.1 Continue to increase club-level awareness and compliance with Rotary's youth protection measures for ALL youth-related activities.

District 6420 Rotary Youth Exchange

12-Month Goals

- 4.2 Meet or exceed Central States Rotary Youth Exchange goals for student participation and enrollment.
- 4.3 The District Governor line and the District Youth Exchange Officer will work hand-in-hand to create a welcoming and supportive environment, ensuring that each inbound student feels valued and cared for throughout their exchange year.

Action Plan

- ☐ Establish a list of school districts within our District for the purpose of Youth Exchange.
- ☐ Include the District Governor Nominee to ensure ongoing program support, provide input on the budget, and assist the Youth Exchange Officer in securing club participation.
- ☐ Encourage District Governor Line members to proactively interact with Rotary Youth Exchange students during their year.

District 6420 RYLA

12-Month Goals

- 4.4 Increase male student involvement at RYLA by 15% with the goal to equal female population. Benchmark: 2024-2025 is 70% - 75% female attendees.
- 4.5 Increase Rotary Club participation at RYLA, encouraging all clubs to send at least 1 student to RYLA annually.

Action Plan

- ☐ District Governor Line members to support the RYLA committee & participate in RYLA activities as available.
- ☐ Encourage clubs to send male students stressing the importance of a balanced ratio of male/female students.
- ☐ Encourage clubs to notify local high schools to focus on balanced ratio of male/female students.
- ☐ Contact clubs who send multiple students to send an equal male/female student ratio.
- ☐ Encourage clubs to send a minimum of one student and to budget one student moving forward as well as provide payment options to encourage club participation.
- ☐ Contact clubs **who have never participated before** to encourage participation.

District 6420 EarlyAct, Interact, Rotaract

12-Month Goals

- 4.6 Increase strength in both numbers and purpose of existing EarlyAct, Interact and Rotaract Clubs.
- 4.7 Encourage Rotary Clubs to sponsor new or additional EarlyAct, Interact and Rotaract Clubs.
- 4.8 Recognize and reward outstanding Clubs within our District.
- 4.9 Serve as a District resource for all questions, guidance, best practices ideas, and service opportunities.

Action Plan

- ☐ Provide resources to Rotary Clubs and organizers hoping to launch new EarlyAct, Interact and Rotaract Clubs.
- ☐ Encourage Interact participation at Rotary club meetings, District events, and the District Conference.
- ☐ Update the roster of existing EarlyAct, Interact and Rotaract Clubs including School Faculty Advisors (for school-based clubs) and Rotary Liaisons.
- ☐ Share the updated Roster of all Clubs to encourage communication and facilitate project partnerships within the District.
- ☐ Encourage participation in District's annual EARLYACT-INTERACT-ROTARACT SHOWCASE featuring Club projects and community impact.
- ☐ Utilize the network of Interact Clubs to encourage participation in Rotary Youth Exchange and RYLA.
- ☐ Ensure that all active Clubs are Rotary International Certified and update those that are not.
- ☐ Publish EarlyAct, Interact and Rotaract successes and fundraisers in the Actuator.

Strategic Priority #5 – Service

Invite and engage active and involved club members committed to service.

12-Month Goals

- 5.1 Promote club service projects that champion greater inclusion.
- 5.2 Implement a strategy to recognize and reward community-focused club service project successes.
- 5.3 Establish and track the number of collaborative service projects or areawide programs for future growth potential.
- 5.4 Support the District effort in promoting 1 new club & existing club membership growth.

Action Plan

- ☐ Assist the Membership Committee with the new community club as needed, i.e., new community may begin as a service-based club.
- ☐ Encourage clubs to input their service projects on the Rotary Service Project Center and access the Center for service project ideas.
- ☐ Encourage clubs to partner with other Rotary, Rotaract, Interact, and EarlyAct clubs and community organizations, including organizations that focus on underserved members of the community, to conduct bigger and more impactful service projects.
- ☐ Encourage clubs to appoint a Service Project Chair/Committee.
- ☐ Develop a District-wide recognition system/program for collaborative service projects.

Strategic Priority #6 – Operations

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

12-Month Goals

- 6.1 Mitigate District dues increases by using available District surplus funds to help keep District dues as low as possible.
- 6.2 Ask the District Finance Committee, with support from the District Governor line, to implement a strategic approach for allocating surplus District funds and determining a minimum amount necessary to fund the District each year.
- 6.3 Develop a written succession plan for ALL District leadership positions & District committees.
- 6.4 Include training on risk management and insurance at pre-PETS or PETS.
- 6.5 Support the District effort in promoting 1 new club & existing club membership growth.

Action Plan

- ☐ Encourage the District Governor to meet with the District Finance Committee early each Rotary year to implement a strategic approach for allocating surplus District funds and determining a minimum amount necessary to fund the District.
- ☐ Require all Presidents-Elect to receive training on risk management and insurance.
- ☐ Actively transition responsibilities to next Treasurer and/or Finance Chair, as applicable.
- ☐ Maintain a list of potential District-level leaders that is updated at least every six months by District leadership.
- ☐ Encourage committee chairs to appoint assistant committee chairs at the District level for continuity of operations.