

DISTRICT 9211'S STRATEGIC PLAN



SUPPORT & STRENGTHEN CLUBS



CLUB TOOLS

80%

use Club Runner

100%

use Rotary Club Central

+2

Introduce new efficiency tools

MEMBERSHIP

1710 net members



55% men



45% women

ROTARACTORS



membership growth \uparrow 50% per year
100 transition to ROTARIANS per year

TRAINING



70%

ROTARACTORS attend Professional Leadership Development Training and receive mentorship

ROTARIANS attend Rotary Service Delivery & Leadership Training

2

strong districts by 2021

SERVICE TRACK RECORD
Rotarians must have Rotary Service Track Record to precede appointments



FOCUS & INCREASE HUMANITARIAN SERVICES

\$3 million

Rotary Foundation Giving

The Rotary Foundation Global Grants

utilize \$25 million

100%

Project Sustainability

\$20 million

non Global Grants projects



Encourage clubs to do a joint project!
ROTARY & ROTARACTORS | ROTARY & ROTARY



10 New Corporate Partnerships > \$50 thousand



PUBLIC IMAGE



Create a Communication and a Social Media Strategy Plan

60%

plan executed over 5 years

95%



BRAND STANDARDISATION
Unify image and increase brand awareness

Values:

INTEGRITY, SERVICE ABOVE SELF, FELLOWSHIP



DISTRICT 9211'S STRATEGIC PLAN



SUPPORT & STRENGTHEN CLUBS



CLUB TOOLS

80%

use Club Runner

70%

use Rotary Club Central

+1

Introduce new efficiency tools

MEMBERSHIP

342 net members



55% men

45% women

ROTARACTORS YOUTH



membership growth \uparrow 50% per year

transition to 100 ROTARIANS per year

TRAINING



70%

ROTARACTORS attend Professional Leadership Development Training and receive mentorship

ROTARIANS attend Rotary Service Delivery & Leadership Training

SERVICE TRACK RECORD

Rotarians must have Rotary Service Track Record to precede appointments

+2

outbound youth exchange

Get cleared for inbound youth exchange



FOCUS & INCREASE HUMANITARIAN SERVICES

\$500 thousand Rotary Foundation Giving

The Rotary Foundation
Global Grants

utilize \$5 million

80% Project Sustainability

\$4 million non Global Grants projects



Encourage 30 clubs to do a joint project!

ROTARY & ROTARACTORS | ROTARY & ROTARY



2 New Corporate Partnerships > \$50 thousand



PUBLIC IMAGE



Create a Communication and a Social Media Strategy Plan

20%

plan executed over 1 year

95%



BRAND STANDARDISATION
Unify image and increase brand awareness

Values:

INTEGRITY, SERVICE ABOVE SELF, FELLOWSHIP

