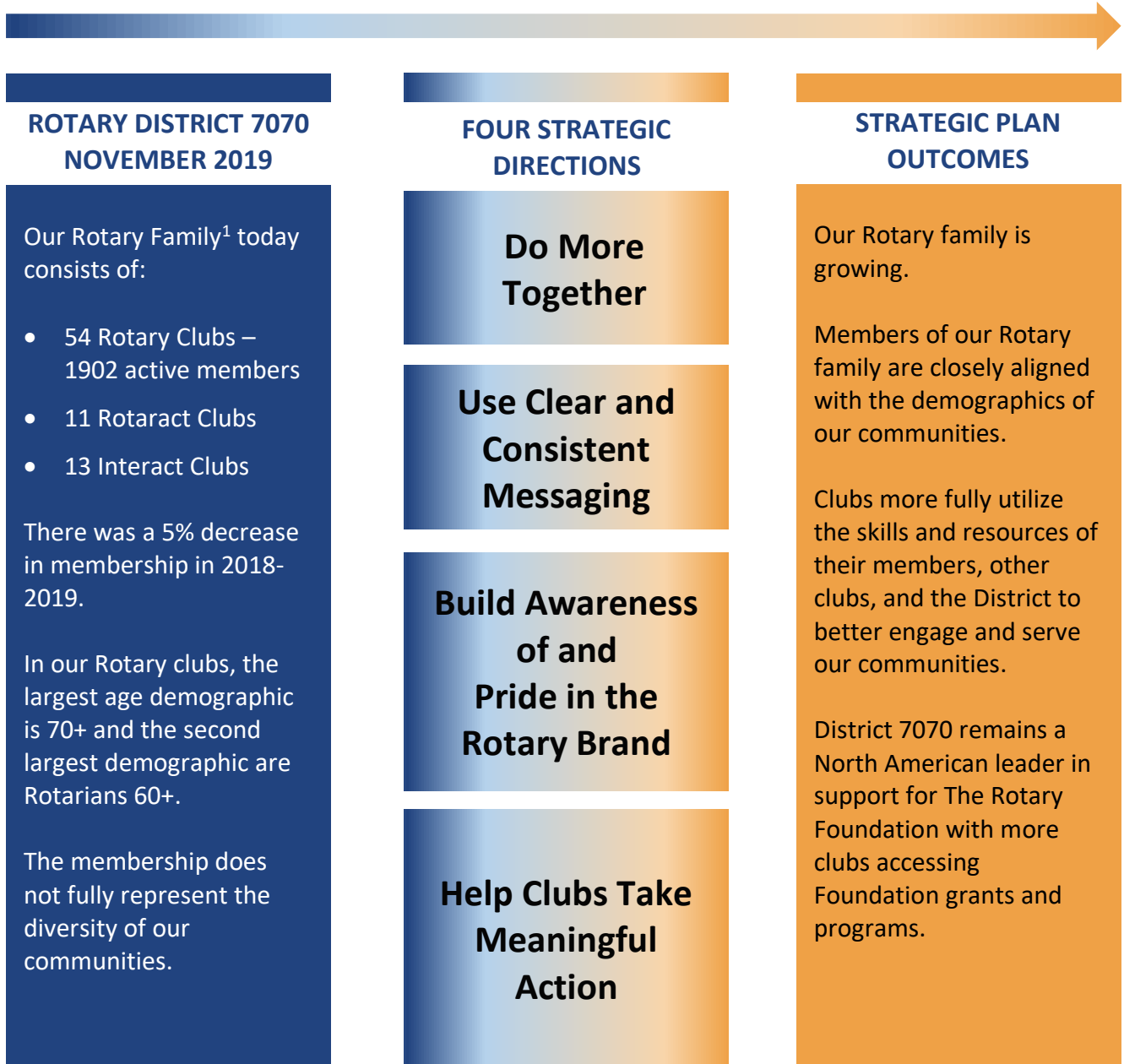


# District 7070 Strategic Plan 2020 – 2023

## 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



<sup>1</sup>Our plan is focused on the complete Rotary family, including those in EarlyAct, Interact, Rotaract, and Rotary Clubs, as well as Rotary Youth Exchange and other youth programs.

# District 7070 Strategic Plan 2020 – 2023

## Actions for 2020-2021

### Do More Together

**1**

- Ensure each Region<sup>2</sup> in our District has at least two meetings a year where all the Presidents in that region attend. These meetings would be chaired by Assistant Governors.
- Facilitate at least one cluster meeting per region, such as a joint club visit from District Governor, where clubs in our Rotary family come together.
- Hold at least five meetings where two or more clubs from across the district come together to share best practices and problem solve.
- Identify and implement a minimum of three actions that strengthen the partnership between Rotary and Rotaract within our district.

### Use Clear and Consistent Messaging

**2**

- Create common messaging for clubs to use when communicating externally. It will speak to “what is Rotary” with room for each club to add messaging about their unique causes and projects.
- Update District website so it incorporates the same “What is Rotary” messaging. Update other district materials so that we are modelling clear and consistent messaging.
- Gather input on how well our message is being heard within our Rotary family and in the community in 2020-2021. Add Year Two actions to reflect this point.

### Build Awareness of and Pride in Rotary Brand

**3**

- Profile different projects being done in our District on the website. Showcase how Rotary is creating change locally and globally using material that clubs could be copying to their own websites.
- Promote increased participation by all members of the Rotary family in District and multi-club events.
- Create regular pieces of content that clubs could use in their social media feeds. Work to teach and show clubs how to use content and keep feeds current and relevant.
- Host forums in the majority of regions for new members of various clubs to meet and learn more about Rotary.
- Provide opportunities for learning about the impact and opportunities of The Rotary Foundation.

### Help Clubs Take Meaningful Action

**4**

- Create a district diversity, equity, and inclusion committee to enable District 7070 to better reflect our communities.
- Start a district environmental action committee that will identify steps to address environmental issues.
- Provide training to help clubs grow Rotary in a transforming world including the effective use of technology.
- Create a district leadership development committee to establish and communicate clear and transparent pathways to leadership positions and opportunities within District 7070 and Rotary International.

<sup>2</sup>District 7070 is divided up into Regions. A Region consists of some Rotary clubs who are near to each other geographically plus the Interact and Rotaract clubs in the area.