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.*

D7070 Customers: 1. Our Clubs 2. Our Members 3. Potential Members					Mar 2023
Our desired Outcomes by June 2023		Key Measures	Targets by June 30, 2023	Accountability	Actual (YTD)
Our Rotary family is growing.		1 # of members	1902	DG Team, Membership, & AGs	**1931 active members**
As of June 2022: 56 Rotary Clubs (1838 members) 9 Rotaract clubs 11 Interact clubs	**Target: 58 Rotary Clubs (1902 Rotarians and benchmark Rotaract & Interact members)**	2 # of entries on "Join Us", potential members from the District website	100	Public Image and Technology	**26 entries.** The button has not been marketed much **Linktr.ee/Rotary7070** set up.
		3 % of leads (District & Rotary International)converted to members	20%	Membership	Membership encouraging clubs to let them know if a lead results in a member
		4 # of Clubs with a "Join Us" button **and** a member conversion process	40	Public Image, Youth Services, Membership, Tech, and AGs	27 Clubs have a "Join" tab, not all are buttons. 18 Clubs taking part in Marketing & Membership Program & getting a Join Us; contact Prince Kumar
Members of our Rotary family are closely aligned with the demographics of our communities		5 % of Clubs that have a DEI committee or resource	60%	Diversity Equity and Inclusion, and Assistant Governors (AGs)	AGs please let us know if your clubs have a DEI committee
		6 % of Clubs utilizing Protection policies and forms (e.g. for youth)	50%	Protection and AGs	Application for Vulnerable status is ready – Clubs contacts Lynda Ryder
		7 Collective annual $ impact of the District and its Clubs in the communities we serve	$2.5 Million	DG Team & AGs	Go to Rotary7070.org >> **Our Work** >> **Project Dashboard** ; Submit, view projects for collaboration
Clubs more fully utilize the skills and resources of their members, other clubs, and the District to better engage and serve our communities		8 # of projects highlighted by Clubs on a District dashboard	75	Action & Partnership, AGs, Technology and Public Image	
		9 # of published District roles (invitation to become a leader)	7 green box Chairs	Leadership Development	**4 green box roles drafted**
		10 % of clubs applying learnings from District training **or** toolkits	50%	Training, All core District committees	
District 7070 remains a North American leader in support for The Rotary Foundation with more clubs accessing Foundation grants and programs.		11 # of projects the District consults on	30	Action & Partnership	**21 consulted on**
		12 # of projects that had more than 1 club participate in it	20	Foundation, Youth Services, Action & Partnership, AGs	Many projects under areas of focus
		13 **Imagine a Mil! - We have a Dream** $ Raised for Rotary Foundation	**$ 1.17 million CDN**	Public Image, Rotary Foundation and AGs	$482K CDN+

Do more together | **Use clear and consistent messaging** | **Build awareness of and pride in the Rotary brand** | **Help clubs take meaningful action**