

Strategic Plan 2017-2020

2018-2019 Actions & Goals



Role of the District

A district is a group of clubs within a geographical boundary established by the RI Board pursuant to the bylaws for RI administrative purposes. The activities and organization of a Rotary district shall exist solely to help clubs advance the object of Rotary.

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.”

Support and strengthen clubs				Citation
District Goal	Assist clubs to	Responsible	Due Date	(clubs must achieve 3)
Foster club innovation & flexibility				
	Achieve a net gain in female members	AGs & membership committee	30 June 2019	yes
	Have members input their birth dates into ClubRunner (the birth year will not show up elsewhere)	AGs & membership committee	30 June 2019	yes
Encourage clubs to participate in a variety of service activities		AGs & community service and international service committee chairs	ongoing	no
Promote membership diversity				
	Conduct a classification survey of club members’ occupations, and work to align club membership with the mix of businesses and professional/s in the community	AGs	30 June 2019	yes
Improve membership recruitment & retention				
	Achieve a net gain of 1 member per club	Membership committee	30 June 2019	yes

	Achieve net gain of 5 members per club	Membership committee	30 June 2019	citation with distinction
	Improve club retention rate by 1%, OR if club retention rate was 90% or more in 17-18, maintain it	Membership committee	30 June 2019	yes
Develop leaders				
	Clubs to initiate or continue a leadership, personal, or professional development program to enhance members' skills and the value of their membership	LDT	30 June 2019	citation with distinction
Start new, dynamic clubs				
	Sponsor or co-sponsor a new Rotary club	New club development chair	30 June 2019	yes
Encourage strategic planning at the club and district level				
	Assist clubs to have current strategic plans	Club strategic planning cadre	ongoing	no

Focus and Increase humanitarian service				
				Citation
District Goal	Assist clubs to	Responsible	Due Date	(clubs must achieve 3)
Eradicate Polio				
	Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication	DRFC & polio sub-committee chair	30 June 2019	yes
Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of service				
	Sponsor or co-sponsor a Rotaract or Interact club	Interact & Rotaract chairs, & DRRs	30 June 2019	yes
	Increase number of members involved in service projects	Community and international service chairs	30 June 2019	yes
Increase collaboration with other organization				
	Sponsor a Rotary Community Corp	Community Corp chair	30 June 2019	yes
Create significant projects both locally and internationally				
	Each Rotarian contributes at least \$100 USD to the Annual Fund	DRFC & annual fund sub-committee chair	30 June 2019	yes
	Conduct a significant local or international service project in one of Rotary's six areas of focus	Community and international service chairs	30 June 2019	yes

Enhance public image and awareness				
District Goal	Assist clubs to	Responsible	Due Date	Citation (clubs must achieve 3)
Unify image and brand awareness				
	Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources	Public Image chair	30 June 2019	yes
Publicize action-oriented service				
	Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase	AGs	30 June 2019	yes
	Show how club members are People of Action by promoting club and its service activities on social media at least 4 per month	Public Image chair	End of each month	citation with distinction
Promote core values				
	Arrange for club members to talk with the media to tell club's and Rotary's story	AGs & Public Image chair	30 June 2019	yes
Emphasis vocational service				
	Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together	AGs	30 June 2019	yes
Encourage clubs to promote their networking opportunities and signature activities				
	Host an event for Rotary alumni, and highlight Rotary's networking opportunities	Alumni chair	30 June 2019	yes
	Sponsor a Youth Exchange student or RYLA participant.	YE & RYLA chairs	30 June 2019	yes

District Strategic Plan Timeline				
Goal	Action	Responsible	Timeframe	Status
Implement Strategic Plan in 2018-19		DG in consultation with DGE & DGN *	1 July 2018 to 30 June 2019	
Update plan				
	Update district plan to align with RI updated plan	DG in consultation with DGE & DGN *	Begin in RY 18-19 when RI releases new plan	
	Determine 2019-2020 goals	DGE**	1 Jan to 1 July 2019	
	Develop Strategic Plan 2020-2023	DGs for 20-21, 21-22 & 22-23	1 July 2020	

* Governors will conduct, implement, or review district strategic planning in consultation with the governor-elect and governor-nominee....The current district governor, governor-elect, and governor-nominee should reach consensus on...District's strategic plan (Rotary Code of Policies April 2018)

** chair strategic planning committee, (District job description, 2009)