



Rotary District 9510 Membership & Public Image

Strategic Plan 2021 - 2023



Rotary
District 9510





Our 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 Mission

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Our Priorities

Impact – we are effective problem solvers





Reach – we activate and inspire one another

Engagement – we strive to understand the needs of others

Adapt – we are inventive, entrepreneurial and resilient

Projects and doing good in the world attract people to Rotary;
connection and relationships are what make them stay...

Rotary District 9510 - Membership & Public Image Strategic Plan 2021 - 2023

Strategic Pillar	Objectives	Measures	Initiatives
<p>Increase our Impact</p> 	<ul style="list-style-type: none"> Determine what success looks like and build resources to support clubs. Work with clubs to create action plans. Seek partnership opportunities – both externally and within our membership. 	<ul style="list-style-type: none"> Number of clubs who have action plans Number of clubs who utilise welcome packs 	<ul style="list-style-type: none"> Create a strategic plan and focused action plan for Membership & Public Image. Develop a club welcome pack which clubs can personalise and use themselves. Explore ways to make information easier to access (e.g. creation and use of QR codes)
<p>Expand our Reach</p> 	<ul style="list-style-type: none"> Explore new and innovative ways of sharing our stories. Expand our public image and create greater brand awareness. Grow our district membership by starting innovative new style clubs. 	<ul style="list-style-type: none"> Number of new members Number of new clubs started Number of alumni actively involved in projects, clubs etc 	<ul style="list-style-type: none"> Promote different club styles more widely across the district and how to get started. Create different entry pathways for alumni. Develop our brand through social media, modern websites and by showcasing Rotary. Celebrate our successes loudly and proudly.
<p>Enhance Participant Engagement</p> 	<ul style="list-style-type: none"> Ensure we have a people centred focus on everything we do. Retain our current members and help develop their skills and knowledge. Ask our members what they want and then take action. 	<ul style="list-style-type: none"> Number of members leaving Rotary Number of incoming presidents who participate in the coaching program Running a successful Seminar 	<ul style="list-style-type: none"> Conduct exit interviews to get a better understanding of why people leave. Establish a coaching program for incoming presidents. Facilitate a Membership & Public Image Seminar to grow knowledge and capability
<p>Increase our Ability to Adapt</p> 	<ul style="list-style-type: none"> Incorporate new ways of doing things which increase our flexibility and agility to adapt to change. Create a culture of being, rather than just doing, which supports diversity. Utilise our member skill base more effectively. 	<ul style="list-style-type: none"> Number of mentors and mentees in the district Establishment of a vocational register 	<ul style="list-style-type: none"> Develop a mentoring platform which supports new members and people who are new to leadership roles. Explore ways to capture vocational skills and knowledge and a plan for how we can leverage this to grow our capability across the district.

What's in it for you?



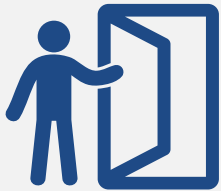
Improved member engagement
and retention



Being part of a culture of
vibrancy and innovation



Greater awareness of what
Rotary does and why we do it



Opportunities for growth
and development



Bigger, more far reaching and
impactful projects



Increased focus on you
and your strengths

