

RI states that the purpose of a district is to strengthen and support clubs.
Specifically, D7815’s purpose is to *HELP CLUBS THRIVE*.

Consider: What would it look like if D7815 was the most effective district in the entire RI world?

District leaders and committees will help clubs across the District to “move the needle” in their chosen strategic priorities and goals, and to have more impact in our communities, by focusing on the following priorities:

<div>LEAD Priorities ➡ (from RI Strategic Plan)</div> <div>District Committees (<u>underlined</u> ones are required by RI) ⬇</div>	LEAD <div>Increase our impact: Relentless focus on continuous improvement, consistency and continuity; measure results; eradicate Polio</div>	ENGAGEMENT <div>Dedicated to sustainability and enriched relationships that build on individuals’ passions; participant centred approach to deliver value; new opportunities for connections; leadership development</div>	ADAPT and be Agile <div>Increase our ability to respond to changing needs of clubs and communities; build a culture of research, innovation and willingness to take risks, streamline governance, structure and processes</div>	DIVERSITY, Inclusion and Reach <div>Uncompromising commitment to expanding our reach, increasing our diversity and enhancing our inclusionary behaviours; new channels; build awareness of brand and impact</div>
Governance (Board, DG, AGs & <u>Finance Committee</u>) and Leadership Development Team	<div>1. Create a streamlined and effective dashboard with metrics that will demonstrate impact</div> <div>2. Have effective Committees (with more than 1 member!) in place with continuity/succession plan for Committees and Board</div> <div>3. Ensure effective use of RI tools (e.g., Club evaluation notes)</div> <div>4. Ensure compliance with specified requirements that are non-negotiable (e.g., child protection, financial management)</div> <div>5. Increase impact of AGs while streamlining workload</div> <div>6. Establish a Governance Sub-Committee (2019-20)</div>	<div>1. Make district leadership irresistible – seek out and encourage future leaders for all roles</div> <div>2. Increase number of future leaders who can attend Zone</div> <div>3. Design and deliver exceptional leadership development (e.g., 7 one-day leadership development sessions across the District in the spring - Charlottetown, Sydney, Kentville, Truro, Halifax, St. John’s, Corner Brook – + special sessions in St. Pierre, and Labrador)</div> <div>4. Include learning objectives for TLCs on leadership, roles and IT</div> <div>5. Enhance communication about learning opportunities and clarify the options – e.g., RLI vs TLC</div> <div>6. Increase awareness within clubs of what District does</div>	<div>1. Ensure operational excellence, accountability and transparency by the Board (e.g., make expense details accessible online)</div> <div>2. Pursue a shorter and more affordable conference model, which may involve multiple sites (2019: propose 3 sites with goal to have a significant number of non-Rotarians at event(s))</div> <div>3. “Flip” conference so that the event includes the incoming District leadership team and Club leaders (2019-20)</div> <div>4. Hold AGM online; seek opportunities to leverage technology for meetings and PD</div> <div>5. Streamline DG role and adapt to demonstrate how Rotarians who work FT can effectively fill the role as well as to meet requests from Clubs</div> <div>6. 2019-20: Offer choices to clubs re a DG or an alternate to provide impactful support to help them “move their needle” (with no separate goals given to clubs)</div>	<div>1. Continue to increase diversity of District leadership team (e.g., add a Rotaractor/Rotarian to the Board)</div> <div>2. Research options for streaming of learning sessions</div> <div>3. Review and encourage use of Learning Centre resources</div> <div>4. Include support and training for clubs on diversity and inclusion; share RI’s diversity, equity and inclusion statement</div> <div>5. Research potential partnerships (2019: at least 2 provinces)</div> <div>6. Pursue opportunities for Satellite and Passport Clubs – target 3 new Passport Clubs in 2019-20</div>
Foundation = <u>Foundation Training & required subcommittees: PolioPlus/ Grants/Peace/ Fundraising/ Fellowships</u> & International Service	<div>1. Grow the Foundation Committee/ subcommittees and clarify roles (i.e., attract more members and identify Chairs) and clarify guidelines (e.g., application guidelines for Scholarship Committee)</div> <div>2. Manage grant funds transparently</div> <div>3. Grow the International Services resource network of experts (within the District and externally)</div> <div>4. Build awareness within Clubs of Rotary’s role/accomplishments in eradicating polio</div> <div>5. Reach a target of all clubs participating in annual giving</div> <div>6. Specific annual targets:<ul style="list-style-type: none">• Minimum \$120k annual fund, \$60k Polio Plus, 35 PH donors and PH Society members• 300 EREY (Every Rotarian Every Year)• Hold 15 Polio events• Qualify minimum of 85% of clubs• Have 1 Peace Scholar</div>	<div>1. Promote increased participation in grants programs</div> <div>2. Provide access to training to all clubs</div> <div>3. Promote and encourage increased giving to Foundation – make it irresistible!</div> <div>4. Share success stories and grant activities across District</div> <div>5. Provide clubs with coaching on identifying projects through the International Services team, upon request</div> <div>6. Enhance communication about services available through the International Services team via Foundation Training, Presidents’ Councils, TLCs, local reps and other meetings</div>	<div>1. Continuously review and improve grant application process</div> <div>2. Continuously review methods of training and communication of Foundation programs</div> <div>3. Encourage giving in new and creative ways – e.g., donations to acknowledge birthdays and milestones</div>	<div>1. Through the International Services team, upon request, provide clubs with coaching on preplanning and applying for global grants</div> <div>2. Increase Rotarian Corporate donations</div> <div>3. Encourage small cultivating events/dinners – with one-to-one asks for donations</div>
Youth (YE, Interact, Rotaract, RYLA, Adventures)	<div>1. Support and ensure adherence to Child Protection guidelines by all Clubs</div> <div>2. Continue to develop committee structure and seek to fill positions, particularly for Rotaract?????</div> <div>3. Share best practices about RYLA (e.g., from Truro and St. John’s)</div> <div>4. Establish a database for past and present YE, Rotaract and Interact participants and maintain it as with Rotarians</div> <div>5. Establish and maintain a contact list for Interact Liaisons, Rotaract Advisors (ClubRunner?)</div>	<div>1. Track total engagement – conversion rates from Interact or YE to Rotaract; Rotaract to Rotary</div> <div>2. Explore a Mentorship program – official partnership (?)</div> <div>3. Explore establishment of a Rotex (rebounders) group</div> <div>4. Investigate New Generation Service Exchange opportunities (short term – week to 6 months – internships and service)</div>	<div>1. Research reasons why people come and go</div> <div>2. Create conditions in clubs to support creation of Rotaract/Interact clubs<ul style="list-style-type: none">• How effective are we with the youth involved?• What would youth recommend to us?• Might there be a research project opportunity – e.g., graduate thesis to identify youth priorities/needs</div>	<div>1. Identify gaps where clubs are “missing” – e.g., Acadia Rotaract? Interact in NL?</div> <div>2. Explore community Rotaract clubs</div> <div>3. Support establishment of new Interact/Rotaract clubs upon request</div> <div>4. Promote Adventures Programs and assist clubs in becoming involved</div> <div>7. Ensure clubs are adding New Generations to ClubRunner or maintaining a database of New Generations participants in some other way</div> <div>5. Encourage Clubs to include Youth in ALL events/functions – TLC, Conference, on Club committees, service projects</div>

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Healthy Clubs (<u>Membership</u>)	<div><div>1. Offer support via a team of experts to clubs for assistance, upon request – e.g., for strategic planning assistance, help with governance systems or classification assessments</div><div>2. Help clubs find tools/strategies and develop capacity to attract members, orient, engage and retain them – to be irresistible</div><div>3. Identify resources and support clubs seeking Rotary Citation</div><div>4. Actively link struggling clubs with thriving clubs</div><div>5. Support clubs in understanding fiduciary responsibilities</div></div>	<div><div>1. Promote available resources to clubs to support member engagement and club irresistibility</div><div>2. Share best practices for aligning members’ interests/passions with service activities</div><div>3. Support AGs in their work with clubs</div></div>	<div><div>1. Help clubs develop awareness of demographic changes and changing needs of members</div><div>2. Help clubs develop approaches to assess changing needs in their communities, upon request</div><div>3. Have regular communication (goal is monthly) with clubs to inform them of available District supports</div><div>4. Share best practices from other clubs/districts – e.g., share models of clubs having joint committees</div></div>	<div><div>1. Encourage clubs to consider best practices for increasing diversity and enhancing inclusion</div><div>2. Eliminate district fees for new members under 35 during 2019-20</div><div>3. Target new Canadians – e.g., those from Asia where Rotary is growing</div><div>4. Develop relationships with Immigrant Settlement Associations</div><div>5. Build awareness/growth of payment plan options</div><div>6. Encourage Clubs to submit stories for District communication</div></div>
Public Image	<div><div>1. Create a strategy for the District to support clubs upon request</div><div>2. Build a district committee to support clubs across the District – social media, webinars, tips & tools for clubs, newsletter</div><div>3. Encourage each club to identify a PI Chair</div><div>4. Respond to requests from clubs and District Committees to support their priorities</div><div>5. Increase the number of clubs with a PI “champion” or Chair responsible for their PI</div></div>	<div><div>1. Share Best Practices; help Rotarians to tell their stories</div><div>2. Increase the number of clubs with a social media presence</div><div>3. Offer training on PI tools to Champions who would then support clubs</div><div>4. Offer training to clubs on PI tools via quarterly webinars</div><div>5. Acknowledge club milestones and support special events<ul style="list-style-type: none">May 1, 2020 Sydney-100Feb 13, 2020 Exploits -50Feb 15, 2021 Sydney Sunrise-25Mar 15, 2021 Bridgewater-25Oct 3, 2021 Stephenville-50Jan 1, 2022 St. John’s-100June 1, 2022 Yarmouth-100June 10, 2023, Lab City-50June 26, 2023, Westville-75</div></div>	<div><div>1. Explore new ways to engage members (other than newsletter) – e.g., webinars about various topics, blog?</div><div>2. Create a one-pager with Social Media tips (SM calendar, People of Action posts etc.)</div><div>3. Commission a Brand Health Research Study - Find out who knows about us and what they know (identify baseline) and allow us to set goals<ul style="list-style-type: none">Where do we spend our PI dollars?What do we want to look like in 5 years? Who do we want to appeal to? How do we want to be seen? Repeat ROI to identify results of PI campaign. Any grants to help us? Any templates from elsewhere?</div><div>4. Use results to develop a District PI strategy with goals for 3 years</div></div>	<div><div>1. Leverage partnerships to connect with more community minded NON-Rotarians</div><div>2. Share information about other service groups</div></div>