

# DISTRICT 5610 STRATEGIC PLAN 2014-15

*The following is an update on past strategic plans formulated in our District. Review the District Committee Descriptions for responsibilities.*

*This plan was adopted by the Club Presidents-Elect and District 5610 Rotarians at the April 2014 Assembly.*

*Please contact DGE Linda Peterson for information and suggestions.*

## **RI Mission Statement:**

Rotary International is a worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.

## **District 5610 Strengths and Accomplishments and Weaknesses:**

*Our District has achieved progress in several areas:*

- began RLI in 2013, with over 90 participants
- explosion of Rotaract and Interact youth clubs
- setup District facebook page for current happenings
- setup a new District website with Clubrunner, offered discounts for clubs to buy in
- maintained a database of information and committee chairs
- conference call program on at least a quarterly basis with AGs
- provided training to all club presidents-elect
- provided training on the new grant program to current presidents and foundation chairs
- encouraged and improved contributions to Polio Plus and The Rotary Foundation
- continue to start up new community and global service projects

*Our District has lost ground in several areas:*

- loss of 189 net district members over 10 years, a current rate of -8%
- still have a few clubs under 20 members, and many clubs are aging
- still have a few clubs with very low contribution rates to TRF
- some clubs are struggling with technology, bookkeeping, general management issues
- some clubs have difficulty with leadership progression
- diversity is an ongoing challenge in younger members, women, vocations
- publicity is complicated in a widely fractioned media world

The next three pages are the strategies and action plans to continue improving our District 5610.

*(revised 1/2014)*

## RI Strategic Goal: Support and Strengthen Clubs

*Where are we now?* Many clubs lack a pool of well-trained leaders and a plan for where they want to go for the next few years. Most clubs in our District do not know enough about the District or take advantage of the information the District and RI have to offer. Many clubs struggle with gaining younger members.

*Where do we want to be?* Continue to create a pool of well-trained leaders and better informed clubs. Create an action plan for increasing members across the District.

*How do we get there? And how do we measure our progress? Who will be responsible for reporting?*

<b>Objectives</b>	<b>Strategies &amp; Methods</b>	<b>Action Plans &amp; Measurements</b>	<b>Person(s) Responsible</b>
1 More club participation in Rotary Leadership Institute	Promote RLI in news & website, ask all clubs for participation, train more facilitators	Measure attendance at RLI, award certificates, add more facilitators	RLI Chair & AGs
2 Increase club leaders' involvement at District level	Recruit more club members on district committees, involve more club officers in District training	Ask for quarterly or current committee reports, add to budget registration costs	DG, AGs
3 Encourage clubs to develop a Strategic Plan and input data at Club Central on RI website	Facilitate at PETS on training on Clubrunner advantages, provide more technological support	Check the number of clubs with a Strategic Plans, participation on website	DG & District Trainer, recorded by Executive Director (ED)
4 Increase attendance at District Conference, Zone Training and International Conference	Promote widely (scholarship/prize to clubs to increase attendance), budget more training	Track number of people participating	DG & ED
5 More involvement of Assistant Governors	Offer more training on grants, membership planning, consistent conference calls, identify future AGs and visit clubs with the current AGs	Record number of club visits, club involvement, provide stipend quarterly without mileage record-keeping, conference calls	DG, District Trainer, ED
6 Increase membership recruitment and retention, and identify and form new and diverse clubs	Implement District Membership Plan, support new clubs with strong mentor clubs	Measure progress regularly with AG reports	DG/AGs/club leaders



## RI Strategic Goal: Focus and Increase Humanitarian Service

*Where are we now?* Several clubs have international (Global) projects but not all clubs. Many clubs have community service projects. Humanitarian service can be done anywhere including in our country and in our communities. Share more among the clubs about their projects and what they are doing that is sustainable and accountable. Increase contributions to The Rotary Foundation annual fund (SHARE) to get more DDF grant funds back.

*Where do we want to be?* Clubs involved with each other and working on local and international projects. Every club contributing to best of their abilities.

*How do we get there? And how do we measure our progress? Who will be responsible for reporting?*

<b>Objectives</b>	<b>Methods</b>	<b>Measurements</b>	<b>Person(s) Responsible</b>
1 Have more clubs involved in international projects	Publish more information of possible projects through the newsletter, PETS and District Conference, website, RLI	Check bi-annually how many clubs have projects, how many clubs sign MOUs, have Foundation chairs	Foundation Chr, Community and International Service Chairs
2 Publicize good projects throughout the District	Encourage clubs to publish projects in the District newsletter, have good presentations at District Conference and have a Speaker List available	Check number of articles in newsletter and number of presentations	PR Chair, Grants Chair
3 More youth programs doing good things in our communities	Continue establishing Rotaracts and Interacts throughout the District using the ones we have as models and their leaders as helpers	Identify and build a database of Rotaract and Interact clubs in the District, publish on District website, recruit young members for other clubs' projects	Rotaract & Interact Chairs
4 Emphasize finishing Polio Plus	Continue publicity on website and newsletter, training and education	Monitor and publish donations levels	PolioPlus Chair
5 Promote Vocational Training Teams and add to global grants	Grant training, publish opportunities for volunteers, fundraisers for viable grants	Track the number of international grants awarded	Foundation, Grants, VTT Chairs



## RI Strategic Goal: Enhance Public Image and Awareness

*Where are we now?* Clubs do not get enough publicity for the great things that they are doing. Clubs are not diverse enough. Public at large does not know about Rotary.

*Where do we want to be?* District and Clubs with diverse membership letting the world see the great things that we are doing.

*How do we get there? And how do we measure our progress? Who will be responsible for reporting?*

<b>Objectives</b>	<b>Methods</b>	<b>Measurements</b>	<b>Person(s) Responsible</b>
1 More publicity for Rotary projects	Invite the press to projects that clubs do in their own communities or in our District	Quarterly check on publicity done by the clubs	PR Chair
2 More diverse clubs create access to community populations	Encourage clubs to recruit people of different races, ages, sex, and backgrounds; more diverse club types	Annually review club make up during club visits	DG, Extension Chair
3 Continue applying for Rotary International PR grants (when offered)	Expand media placements and variety and evaluate results	Check on the number of PR grant requests received	PR Chair, DG
4 Teach clubs how to publicize themselves	Provide training at PETS and RLI, encourage use of facebook page for events	Monthly check on publicity done by the clubs on facebook and newsletter	PR Chair
5 Use this strategic plan regularly	Teleconference with AGs quarterly Teleconference with DG string monthly	Take minutes and track progress on each point or project, review at each meeting/call, post progress in newsletter	DG, AGs, ED
6 Promote District website, facebook, Zone website, RI website, facebook, LinkedIn groups	Post links on District website	Add counters on website	Publicity or Website chairs

