



# ROTARY DISTRICT 6360 STRATEGIC VISION 2027

**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 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.

## STRATEGIC PRIORITIES AND OBJECTIVES

7/15/2024

INCREASE OUR IMPACT	EXPAND OUR REACH	ENHANCE PARTICIPANT ENGAGEMENT	INCREASE OUR ABILITY TO ADAPT
<b>ACTION PLAN GOALS</b> <ul style="list-style-type: none"><li>❖ Host a <b>Launching Your Legacy</b> event to raise \$3 million or more toward \$2.25 Billion Rotary Foundation Endowment Goal by 2025</li><li>❖ Inspire members to enroll in <b>Rotary Direct</b> to become: Paul Harris Fellow, Paul Harris Society, Major Donor, Benefactor or Bequest Society member</li><li>❖ Support the eradication of polio by <b>inspiring clubs to sponsor a World Polio Day</b> fundraising event annually</li></ul>	<b>ACTION PLAN GOALS</b> <ul style="list-style-type: none"><li>❖ <b>Membership Growth</b> of net 100+ or more annually for next 3 years</li><li>❖ <b>Charter 4 new Rotary or Rotaract clubs</b></li><li>❖ Inspire all clubs to <b>become irresistible</b> to current and new members</li><li>❖ Support all clubs in creating <b>Gateways to Rotary Membership</b> such as:<ul style="list-style-type: none"><li>○ Youth Programs</li><li>○ Environment</li><li>○ Mental health</li><li>○ Peace</li><li>○ More</li></ul></li></ul>	<b>ACTION PLAN GOALS</b> <ul style="list-style-type: none"><li>❖ Make learning events more <b>geographically accessible</b> to all members</li><li>❖ Conduct 2 <b>One Summit</b> events to help clubs grow membership</li><li>❖ Inspire members to become <b>engaged in District Leadership</b> by being transparent about the role of:<ul style="list-style-type: none"><li>○ Committee chairs</li><li>○ Assistant governors</li><li>○ District governor</li></ul></li></ul>	<b>ACTION PLAN GOALS</b> <ul style="list-style-type: none"><li>❖ Update the <b>District Manual of Procedure</b> to assure it:<ul style="list-style-type: none"><li>○ Reflects the best and most efficient business practices</li><li>○ Supports our clubs</li><li>○ Complies with Rotary International documents</li></ul></li><li>❖ <b>Streamline District 6360 policies and procedures</b> to eliminate all undocumented policies and assure full disclosure of how and where decisions are made</li><li>❖ Compile a <b>District Code of Policies</b></li></ul>

Success Action Steps S.M.A.R.T - Specific, Measurable, Achievable, Resourced, Time Specific

WHO	WHAT (tasks)	WHEN
INCREASE OUR IMPACT		
Tim Lee	Launching Your Legacy Event	
	\$3M Goal	June 30, 2025
	300 @ Aug 15 Event	August 15, 2025
	15 Fireside Chats	June 30, 2025
DRFC Kathy Gallagher, Public Image Nancy Peterson, DEI Tom Rosenbluth & Raj Wiener, and Learning Teresa Brandel	The Rotary Foundation	
	Increase district participation from 50% to 100%	2024-25
	Every Rotarian Every Year	Rollout Fall 2024
	Rotary direct is easy	Rollout Fall 2024
Ed Foster, Polio Eradication Committee	Polio Eradication	
	Promote Natl Polio Eradication Week & "Pints for Polio" districtwide	August 1 annually
	Reach out to members re greeting card sales for Jim Woods legacy	2024-25
	Increase participation in the PolioPlus Society	December 31, 2024
EXPAND OUR REACH		
DRFC Kathy Gallagher, Public Image Nancy Peterson, DEI Tom Rosenbluth & Raj Wiener, Learning Teresa Brandel	Membership Growth of +100 annually	
	All district committees working together to support membership growth	Rollout Fall 2024
	Seek member passions	Rollout Fall 2024
	Get your "ask" in gear! (by people with the right mind set)	Rollout Fall 2024
Mike Gallagher, Mike Huie & Membership Committee Mike Gallagher, Mike Huie & Membership Committee with 12 Assistant Governors	Charter 4 New Clubs	
	Develop 4 new Rotary or Rotaract Clubs	2024-25
	Niles Rotary Club rollout at Iron Shoe Distillery	July 18, 2024
	Need members for strong committee	Fall 2024
Tim Lee	Consider new club ideas: Niles, Bronson, Spring Arbor, Wayland, Olivet, Satellite, Non-traditional, Tribal based, Lansing Dewitt, Quincy, Interactors Post College Revitalize old clubs,	Rollout Fall 2024
	Become Irresistible	
	All district committees working together to support clubs	2024-25
	Have community leaders make presentations and invite to Rotary events	Rollout Fall 2024
DRFC Kathy Gallagher, Public Image Nancy Peterson, DEI Tom Rosenbluth & Raj Wiener, Learning Teresa Brandel Tim Lee, Kathy Gallagher, & 12 Assistant Governors Mike Gallagher and Mike Huie Club presidents & Assistant Governors make invitations	Survey club members	Rollout Fall 2024
	Encourage Rotarians to visit other clubs	2024-25
	Support Gateways to Rotary Membership	
	Promote Pathways to Rotary such as mental health, environment, youth programs, Diabetes Action Group, International Programs, Anybody Anywhere Anyhow Mindset, bring in speakers re 7 areas of Rotary focus to find passion, leadership development	Rollout Fall 2024
District Governor Mark Odland		

WHO	WHAT (tasks)	WHEN
ENHANCE PARTICIPANT ENGAGEMENT		
District Governor Line Hospitality Person to welcome Nancy Peterson, Image Committee; Teresa Brandell, Learning Committee	Make Learning Events More Accessible	
	Schedule in central location	July 2024
	Fun, entertaining, hospitality suite mindset	2024-25
	Promote, promote, promote	2024-25
District Governor Line	Two One Summit Events	
	Enhance club participation and provide new info	Rollout Fall 2024
INCREASE OUR ABILITY TO ADAPT		
District Governor Mark Odland, Org Chart on Dacdb.com	Inspire Members to District Leadership	
	Let Clubs Know How District Functions	Rollout Fall 2024
	Enhance RI awareness to grow DISTRICT awareness	Rollout Fall 2024
	Rotary is bigger than the club Bring emerging leaders to district events	2024-25 2024-25
District Governor Mark Odland 12 Assistant Governors	Increase Ability to Adapt	
	Manual of Procedure update	May 2025 complet
	Policies and Procedures streamlining	May 2025 complet
	District Code of Policies compilation	May 2025 complet
District Governor Line		

ROTARY’S CORE VALUES

FELLOWSHIP  
INTEGRITY  
DIVERSITY  
SERVICE  
LEADERSHIP

