

# 2022-2025 DISTRICT ACTION PLAN: GROW ROTARY THROUGH SERVICE



David G. Anderson – District Governor  
ROTARY DISTRICT 6220  
JULY 2022



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# **Rotary District 6220**

## **2022-2025 Action Plan:**

### **Grow Rotary through Service**

**July 2022**

#### **Introduction**

During the 2020-2021 Rotary Year, and under the leadership of then District Governor Elect (DGE) B.S. Sridhar and District Governor Nominee (DGN) Dave Anderson, in depth discussions about the future of District 6220 occurred during a series of Zoom meetings with club presidents and members of the District Leadership Team (DLT). As a result of those discussions, the District's "2021-2024 Strategic Goals and Objectives" was developed.

While there have been strategic plans in the past, this was the first time in the District's collective memory, that a rolling three-year plan was approved with the intent of having the DGE and the DGN, each year, propose updates to the plan looking ahead to the next three-year cycle.

The development of this initial three-year plan was made possible through the concerted effort of recent District Governors to forge a more cohesive, communicative, cooperative, and collegial working relationship within the DG Line. For some time, the DG, the DGE, the DGN, and the Immediate Past District Governor (iPDG) have been meeting monthly and engaging in collaborative decision-making. In addition to laying the groundwork for this multi-year plan, these regular meetings have also resulted in greater continuity and a shared sense of direction from year to year.

The strategic goals identified in the 2021-2024 District Plan corresponded to the four main priorities of the Rotary International Action Plan, including:

- a. Increase Our Impact;
- b. Expand Our Reach;
- c. Enhance Participant Engagement; and,
- d. Increase Our Ability to Adapt.

In addition to adopting these four strategic goals, a total of 24 objectives were identified and assigned to various District leaders and committees for implementation. While much was accomplished and great progress was made on many of these objectives during the 2021-2022 Rotary Year (see the next section), the challenge of District committees functioning effectively during COVID and an overall lack of depth and club participation in the District's committee structure inhibited the District from accomplishing even more.

Looking ahead to the 2022-2023 Rotary Year and beyond, a review of unfinished or ongoing business became the focus of the annual review, by DGE Anderson and DGN Julia Wallace. With the previous plan having been based on direct and extensive feedback from club and district leaders just the year before, the existing goals and objectives were determined to still be timely. In addition, though, it was decided that a survey of the general membership could be helpful in informing plan modifications as well as acquainting the general membership of ongoing District objectives. That survey was conducted in March 2022 and is summarized in the third section of this plan.

Based on the membership survey results, the decision was made to prioritize the existing 24 objectives. In addition to the prioritized objectives carried over from the previous plan, this plan includes other objectives, generated as part of the 2022 International Assembly attended by DGE Anderson. The plan also includes:

- a. an ongoing commitment to the Environmental Sustainability Task Force and the Empowering Girls and Young Women Task Force created this last year;
- b. support for continued efforts to successfully launch a Diversity, Equity, and Inclusion (DEI) Task Force and to provide DEI training to club and district leaders; and,
- c. the maintenance of direct grant support for clubs in the areas of public image and membership development, similar to what was championed by PDG Sridhar and provided in 2021-2022 through the Public Image Grant Program and the Membership Recruitment Grant Program. This plan also recognizes, however, the need to do a better job marketing these programs and expanding the membership grant program to include membership retention and new club development along with membership recruitment. Funding for these district grant programs has already been included in the 2022-2023 District Budget adopted at the 2022 District Annual Meeting.

A new underpinning for this plan is also the “Grow Rotary through Service” initiative outlined by Alex Johnson, Past President of the Rotary Club of Plano West, at the 2022 Midwest President Elect Training Seminar (PETS) in Itasca, Illinois. As recently as the 2022 Rotary International Convention in Houston, Texas, the Rotary Club of Plano West was recognized by Rotary International General Secretary John Hewko as the fastest growing Rotary Club in the United States, having had incredible success in diversifying members based on gender, age, and ethnicity.

Johnson is also serving as an Innovative Club Advocate (ICA) for Rotary Zones 25b and 29 and will be focusing on helping districts with service and engagement while working with Rotary Coordinator Tom Gump on new club development. The appointment of these individuals by Rotary International Director Pat Merryweather-Arges, represents a major commitment of Rotary International and Zones 25b and 29 to provide necessary resources to District 6220 to achieve its vision and the vision of Rotary International, which all starts, of course, at the club level.

The plan also acknowledges a tool developed by leaders at the Zones 25b and 29, the “Regional Rotary Challenge,” a friendly competition through which various activities associated with the goals of the Rotary International Strategic Plan and identified by Zone leaders, will be completed. To a large extent, the activities identified in the challenge in the areas of membership development, foundation giving, public image, and Polio Plus, are already interwoven within this plan. As such, “the challenge” should not be viewed as a separate layer of requirements, but rather a roadmap to help the District with plan implementation. In other words, the suggested activities in the challenge will inform the process of developing the implementation plans for priority objectives.

Just as the District's 2021-2022 training program factored heavily into the successes of the 2021-2024 plan, so will it be one of the keys in assisting in the implementation of the 2022-2025 plan. In other words, this plan will also provide the basis for the 2022-2023 training program.

### **2021-2022 Accomplishments**

PDG Sridhar reported in his year-end message to District 6220, that the District's 2022-2024 Strategic Goals and Objectives contributed to the achievement of many accomplishments in 2021-2022, including the following:

**District Grants for Enhancing Club Performance:** As a live document, the "Strategic Goals and Objectives" guided decisions regarding activities, investments of focus, time, energy, and resources. For example, investments were made this last year, specifically, in the following four (4) areas designed to enhance club performance, all of which related to the District's strategic objectives:

- a. Technology Grants
- b. Public Image Grants
- c. Paul Harris Incentive Plan
- d. Membership Drive Grants

**Membership:** With membership decline being a major concern for Rotary in North America, 2021-2022 may have seen the last of the worst membership decline in District 6220. Compared to previous declines of 6.35% (2018-19), 4% (2019-20), 7.7% (2020-21), this year's membership decline was only 3.5%. Optimism for the future is based on the following:

- a. The District has in place a reactivated District Membership Committee with Co-Chairs.
- b. The District has launched a membership grant program with eight (8) grants, each worth \$400, having been awarded to clubs, and the results of those grants are only now coming to fruition.
- c. Monthly Training Sessions and District Level New Member Orientation have been organized by the District Training Team to enhance member engagement.
- d. A new Satellite Club of the Rotary Club of Waupaca, focused on past RYE volunteers and participants, which launched early in the 2022-2023 Rotary Year.

**District Foundation:** Thanks to the leadership of our Foundation Team, and the creation of a new Paul Harris Society, it was a banner year for the Foundation with the highest numbers recorded in last five years in following categories:

- a. Annual Fund giving hit \$140,563 or \$112 per capita.
- b. Giving to The Endowment Fund hit \$277,240, the highest in recent years.

- c. The District had its first Arch Klumpf Society member.
- d. Thirty-two (32) members of the Paul Harris Society, who contribute at least \$1000 each Rotary year, were recruited.
- e. There are 138 Paul Harris Fellows, or 11% of all members in the District.

While the District could have done better with donations to Polio Plus (\$21 per capita), we did have ***fewer non-giving*** clubs, totaling 18 of our 39 clubs – the lowest number of non-participating clubs in 5 years.

**District and Global Grants:** Under the leadership of the District Grants Chair and District Project Fund Chair, four (4) District Grants totaling \$28,568 were awarded and eight (8) projects were funded at \$14,665 through the District Project Fund.

For the first time in several years, District 6220 has become active in the Global Grants arena, having been awarded a Global Grant for a water system project in El Tesoro, Guatemala, worth \$80,000. In addition, the District is invested in yet another Global Grant in support of a water project in El Manantial, Guatemala. Both of these are in collaboration with Rotary District 6270.

Thanks to the District’s Global Scholarship Chair, a Global Scholarship Grant has now been awarded three years in a row, with plans to announce the most recent recipient shortly upon final approval.

The District is also in the process of submitting a “reverse Global Grant” for a three-year project to undertake early childhood screening intervention for detecting and dealing with cognitive and physical disabilities of 5,000 children in Green Bay, Kewaunee, and Outagamie counties. The Rotary Club of Appleton is the Lead Club for this proposed project

**Task Forces for Empowering Girls and Young Women and Environmental Sustainability:** The District is currently working with Girl Scouts of Northwestern Great Lakes in four collaborative initiatives involving two special task forces:

- a. Providing Hygiene Education and Kits,
- b. **IDEA** (Inclusion, Diversity, Equity and Access),
- c. Leadership Development,
- d. Tree Promise.

**Youth Programs:** After a 2-year hiatus, Youth programs are back! Rotary Youth Exchange has resumed with eight (8) outbounds and many inbounds trickling in. RYLA continues to be strong. Interact clubs have resumed activities. Plans are afoot to establish a community based Rotaract in Central Wisconsin, in the coming year.

**Public Image:** The District website was revamped, our social media presence was enhanced, a Public Image Grants program was successfully administered, and the Rotary Western Great Lakes District Conference (TriCon 2022) was effectively publicized in our district.

**TriCon 2022:** The annual District Conference, organized jointly by Districts 6220, 6250 and 6270, was a great success. Inspirational speakers, valuable breakout sessions and bonhomie marked the first in-person conference since the pandemic. Percentage wise, District 6220 had the highest participation in terms of organization, planning and registrations.

### Summary of the 2022 Membership Survey

Eighty-three individuals responded to a survey that went out to 1254 members of District 6220 in March of 2022. The respondents are active Rotarians, most having had leadership positions in their club and/or in the district (68%). These members have been actively involved in club activities and most have attended at least three activities in the past year (67.07%). They are very engaged in Rotary activities including district conferences, although 37% had never been to a district conference.

It was interesting that many respondents wanted to name the committees or teams they were on, showing pride and perhaps wanting to demonstrate their level of commitment. These respondents were also likely to interact with Rotarians in other clubs (88%) and attend Rotary meetings when traveling (56%). They enjoy these opportunities, and they particularly enjoy out of town and out-of-country Rotary interactions.

Surprisingly, given this leadership and activity level, most were not clear if their club had a recruitment and/or retention plan (31%), and another third of the respondents indicated their club did not have a plan. Some acknowledged this area is important, and that their clubs were working on developing one, but nothing specific. Getting to know new members is important and most felt they have done a good job of introducing themselves (although zoom has made it challenging during COVID times). A variety of tactics to engage new members were described, and most felt they had done a good job with recruitment despite the challenges of COVID.

Most participants thought their clubs were only partially diverse (52%) but reflected their community. Genders and various professions were well represented but age and ethnicity were more difficult (although some clubs have been successful in recruiting younger individuals). While looking at clubs from the outside may suggest a lack of diversity, there were strong sentiments that their clubs genuinely reflect the community they live in.

Since individuals thought their clubs were generally lacking in younger members, it is not surprising that the majority thought that the addition of a Rotaract or Interact Club would be beneficial (57%). A number of respondents mentioned that there had been spurts and starts in the past of developing these youth-based clubs, but most of these efforts had not been sustained, primarily because they had no club champion.

A frequent sentiment was that after Covid, clubs are having a hard-enough time staying alive without adding additional projects or membership classes.

In responding to a question on what is missing from their club experience, many wished for more interaction at the international level and there was a strong desire to have more community projects. Covid was a popular reason for the lack of activity. Most thought the best measure of engagement was attendance at meetings and other club activities including donating to The Rotary Foundation.

Interactions with Assistant Governors was reported as minimal, with “not very much” to “occasional” at 72%, except if the AG was a member of their club. A number of respondents had no idea the name of the Assistant Governor.

As mentioned earlier, over 60% had attended a District conference, but they also suggested both the cost and the distance from their own club is now a barrier, especially for younger Rotarians who have work and family schedules. Having the conference at a location outside of the district was mentioned by some as a factor.

Social media, especially Facebook, is not used frequently by these members either because they do not like Facebook or have never been a follower. Attendance at First Thursday training events, a new training program that started in 2021, is minimal – time issues most often cited.

One thing that Covid encouraged was to increase the technological savvy of clubs and most felt prepared. Only 3% of survey participants thought their clubs was not prepared at all. That being said, most believe that in-person meetings are essential.

Described in the next session, survey respondents also participated in an exercise to prioritize the existing strategic objectives for each of the four strategic goals outlined in the 2021-2022 District Plan. As previously mentioned, the top two of three objectives in each goal category will provide the basis for objective-specific implementation plans to be developed by the assigned committees or leadership groups in 2022-2023. A complete copy of the 2022 Membership Survey results can be found on the District 6220 website.

### **Priority 2022-2025 Strategic Objectives**

Strategic objectives in the areas of membership, public image, Foundation, Polio Plus, and operations are outlined on the following pages. The 2022-2025 objectives, which complement the four strategic goals of the Rotary International Action Plan, are based on those contained in the District’s 2021-2024 Strategic Goals and Objectives, but modified and prioritized based on the March 2022 membership survey. Other modifications and additions have been made based on input from the DG and after consultation with the DG Line and the DLT.

As also indicated in the next several pages, implementation of objectives have been assigned to various DLT members and District Committees. The following information also includes the most current committee lists and schedules for the District Committees, responsible for plan implementation.



2022-2025 District Action Plan  
Membership Related Objectives



Priority Ranking	2022-2025 Priority Objectives	District Committee(s) or Leadership Group Assigned	Alignment with Rotary International Strategic Goals
1	<p><b>Membership Engagement</b> – Encourage Clubs to achieve a minimum average of seventy-five percent (75%) of members in each club to participate in club activities, outside of meeting attendance and financial donations (i.e., service projects, leadership, committee membership, fundraising activities, attending district or international meetings, action groups, fellowships, etc.).</p>	<p>Primary Responsibility: Membership Committee</p> <p>Secondary Responsibility: Assistant Governors</p>	<p>1) Increase Our Impact 2) Enhance Participant Engagement</p>
2	<p><b>Membership Growth</b> – Assist each club in the District to achieve a net average gain of at least one new member per club in each Rotary year, or 39 members district-wide annually (measured at the District level).</p>	<p>Primary Responsibility: Membership Committee</p> <p>Secondary Responsibility: Assistant Governors</p>	<p>Expand Our Reach</p>
3	<p><b>Membership Retention</b> – Assist each club in the District to achieve a minimum average ninety-five (95%) retention of members in each of the next three years.</p>	<p>Primary Responsibility: Membership Committee</p> <p>Secondary Responsibility: Assistant Governors</p>	<p>1) Expand Our Reach 2) Enhance Participant Engagement</p>

4	<b>New Club Development</b> – Work with the District Governor and local clubs to create at least one Rotaract Club and one cause-based or satellite club in the District.	Primary Responsibility: Membership Committee  Secondary Responsibility: District Governor and Assistant Governors	Expand Our Reach
5	<b>Membership Development Grants</b> – Maintain direct support for clubs to strengthen their membership development efforts through the Membership Development Grant Program.	Primary Responsibility: Membership Committee  Secondary Responsibility: District Governor and Assistant Governors	Expand Our Reach
6	<b>Diversity, Equity, and Inclusion (DEI)</b> – Have a member of the Membership Team serve on the District Task Force on Diversity, Equity, and Inclusion.	Primary Responsibility: Membership Committee,  Secondary Responsibility: District Governor	1) Expand Our Reach 2) Increase Our Ability to Adapt

Notes:

- Objectives 1 to 3 were developed as part of the 2021-2024 District Action Plan but have been prioritized as the top three in the 2022-2025 District Action Plan as the results of a Membership survey conducted in March 2022.
- Objectives 4 and 5 were added to the plan as recommended by the 2022-2023 District Governor.

District Membership Team

Name	Position	Club	Email
Fran Finley	Chair	Marquette Breakfast	frances.r.finley@gmail.com
Kate Owens	Vice Chair and New Club Development Chair	Green Bay	kowens@bayareawdb.org
DG Dave Anderson	Member	Wausau Early Birds	RotaryDave6220@aol.com
DGE Julia Wallace	Member	Green Bay	wallace4923@yahoo.com
iPDG Sridhar	Member	Appleton	rotariansridharb@gmail.com
Cindy Reffke	Member	Appleton Breakfast	cindy@questahead.com
Eric Froberg	Member	Marquette West	eric.froberg@raymondjames.com

Alan Blake	Member	Appleton	alanblake628@gmail.com
Dewey Jones	Member	Marquette	dewjones49@gmail.com
Sue Morris	Member	Lakeland Minocqua	morris.sue585@gmail.com
Harry Magee	Member	Greater Portage County	hmagee5@gmail.com
Christine Anthony	Member	Waupaca	caanthony51@yahoo.com
Ran Hoth	Member	Lakeland Minocqua	ran.hoth@gmail.com
Frank Lenz	Member	Marquette	frankmlenz@gmail.com

2022-2023 Committee Meeting Dates

2022-2023 Committee Meeting Dates			
Date	Meeting	Times (All Central)	Method
Tuesday, September 13, 2022	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, October 11, 2022	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, November 8, 2022	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, December 13, 2022	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, January 10, 2023	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, February 14, 2023	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, March 14, 2023	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, April 11, 2023	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, May 9, 2023	Committee Meeting	6:30 to 7:30 pm	Zoom
Tuesday, June 13, 2023	Committee Meeting	6:30 to 7:30 pm	Zoom

Priority Ranking	2022-2025 Priority Objectives	District Committee(s) or Leadership Group Assigned	Alignment with Rotary International Strategic Goals
1	<b>Public Image Plan</b> - Develop and implement a comprehensive public image plan to communicate stories more effectively about Rotary successes to targeted audiences.	Primary Responsibility Public Image Committee  Secondary Responsibility District Governor	1) Increase Our Impact 2) Expand Our Reach 3) Enhance Participant Engagement
4	<b>Looking Beyond One's Club</b> – Promote club use of the District's social media platforms and "Rotary Showcase," through which members and others can access information about projects, presentations, and audio-visual recordings of events organized by other clubs.	Primary Responsibility: Public Image Committee  Secondary Responsibility: Grants Committee and District Project Fund Committee	1) Increase Our Impact. 2) Expand Our Reach. 3) Enhance Participant Engagement. 4) Increase Our Ability to Adapt.
2	<b>Increasing Public Awareness and Strengthening Public Image</b> – Increase positive media reports and enterprise stories using various social media and/or traditional media platforms by no less than fifteen percent (15%) each year.	Primary Responsibility Public Image Committee	1) Increase Our Impact 2) Expand Our Reach

3	<b>Focused Recruitment and Engagement</b> – Encourage focused club membership recruitment and engagement of communication/media professionals and opinion shapers by clubs, with each club having at least one communications or marketing-related member.	Primary Responsibility: Public Image Committee  Secondary Responsibility: Membership Committee	1) Increase Our Impact 2) Expand our Reach
4	<b>Increasing Internal Awareness</b> – Create and maintain a stand-alone email-based approach to target the district membership with a “Meet the DLT” and “District-Wide Opportunities” newsletter on at least a bimonthly basis.	Primary Responsibility: Public Image Committee  Secondary Responsibility: District Governor	1) Increase Our Impact 2) Expand our Reach
5	<b>Market Segmented Strategies</b> - Provide market segmented (e.g., youth, media persons, social media savvy, etc.) communications to reach potential members and copy each club on a regular basis.	Primary Responsibility: Public Image Committee	1) Increase Our Impact 2) Expand our Reach
6	<b>Public Image Grants</b> – Maintain direct support for clubs to strengthen their public image efforts through the Public Image Grant Program and develop a plan to effectively market this program to enhance club participation.	Primary Responsibility: Public Image Committee  Secondary Responsibility: District Governor and Assistant Governors	1) Increase Our Impact 2) Expand our Reach

Notes:

3. Objectives 2 to 4 were developed as part of the 2021-2024 District Action Plan but have been prioritized as the top three in the 2022-2025 District Action Plan as the results of a Membership survey conducted in March 2022.
4. Objectives 1 and 5 were added to the plan as recommended by the 2022-2023 District Governor.

District Public Image Team

Name	Position	Club	Email
Kristal Knudtson	Chair	Appleton	kristal.knudtson@usc.salvationarmy.org
Kathryn Kroll	Vice Chair	Green Bay	kathrynk@gbcc.me
Denis Tan	Website and Social Media Chair	Wausau	denistan@gmail.com
DG Dave Anderson	Member	Wausau Early Birds	RotaryDave6220@aol.com
DGE Julia Wallace	Member	Green Bay	wallace4923@yahoo.com,
Cindy Reffke	Member	Appleton Breakfast	cindy@questahead.com
Nancy Heykes	Member	Lakeland (Minocqua)	nnheykes@gmail.com
Jen Huetter	Member	Marquette Breakfast	jenhuetter@yahoo.com
Kirk Howard	Member	Wausau	kirk@kinziestgreen.com
Kent Perrin	Member	Wausau Early Birds	kent@kentperrinphotography.com
Chuck Reynolds	Member	Waupaca	chuckr@reynoldsinsightsllc.com
Midge Ebben	Member	Green Bay West	midgepress@yahoo.com
Sara Brish	Member	Stevens Point	sara@stevenspointarea.com
Ashley Heil	Member	Stevens Point	ashley.heil@tdstelecom.com
Nathan Drager	Member	Sturgeon Bay	repair@quantumpcs.net
Gregory Campbell	Member	Houghton	gcampbell5432@gmail.com
Rob Moore	Member	Merrill	rob@moore.id

2022-2023 Committee Meeting Dates

Date	Meeting	Times (All Central)	Method
Monday, September 12, 2022	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, October 3, 2022	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, November 7, 2022	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, December 5, 2022	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, January 2, 2023	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, February 6, 2023	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, March 6, 2023	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, April 3, 2023	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, May 1, 2023	Public Image Team Meeting	6:00 to 7:00 pm	Zoom
Monday, June 5, 2022	Public Image Team Meeting	6:00 to 7:00 pm	Zoom

Priority Ranking	2022-2025 Priority Objectives	District Committee(s) or Leadership Group Assigned	Alignment with Rotary International Strategic Goals
1	<p><b>Inter-Club Collaboration</b> – Encourage every Club to participate in at least one inter-club project per year funded by the District Grant Program or the District Project Fund and provide an incentive for clubs, through these programs, to collaborate with each other.</p>	<p>Primary Responsibility                      District Grants Committee and District Project Committee                      District Community Service Committee</p> <p>Secondary Responsibility                      District Foundation Chair and Committee                      District Governor</p>	<ol style="list-style-type: none"> <li>1) Increase Our Impact</li> <li>2) Expand Our Reach</li> <li>3) Enhance Participant Engagement</li> <li>4) Increase Our Ability to Adapt</li> </ol>
2	<p><b>High Engagement Projects</b> – Encourage at least fifty percent (50%) of clubs to collaborate with one or more clubs on a common community project every Rotary year over a three-year period.</p>	<p>Primary Responsibility:                      District Grants Committee                      District Project Fund Committee                      District Community Service Committee</p> <p>Secondary Responsibility:                      District Foundation Committee                      District Governor</p>	<ol style="list-style-type: none"> <li>1) Expand Our Impact</li> <li>2) Expand Our Reach</li> <li>3) Enhance Participant Engagement</li> </ol>

3	<p><b>Membership Engagement in the Rotary Foundation</b> – Encourage ninety-five percent (95%) of Clubs to establish Rotary Foundation goals and assist them in developing and implementing a plan to achieve the goals that have been set.</p>	<p>Primary Responsibility: Foundation Chair and Committee</p> <p>Secondary Responsibility: Assistant Governors</p>	<ol style="list-style-type: none"> <li>1) Increase Our Impact</li> <li>2) Expand Our Reach</li> <li>3) Enhance Participant Engagement</li> </ol>
4	<p><b>Increase Support for the Rotary Foundation</b> – Work with Clubs to increase their support for the Rotary Foundation through the following:</p> <ol style="list-style-type: none"> <li>a) Increase average per capita giving by at least \$5.00;</li> <li>b) Increase the number of members who give through Rotary Direct by 5%;</li> <li>c) Increase the number of “Every Rotarian Every Year” (ERYE) by 10%;</li> <li>d) Increase the number of Paul Harris Fellows by 5%;</li> </ol>	<p>Primary Responsibility: Foundation Chair and Committee</p> <p>Secondary Responsibility: District Governor Assistant Governors</p>	<ol style="list-style-type: none"> <li>1) Increase Our Impact</li> <li>2) Expand Our Reach</li> <li>3) Enhance Participant Engagement</li> </ol>
5	<p><b>District International Service Chair</b> – Better promote the role of the District International Service Chair to the District Leadership Team and club leaders and more effectively utilize this leader to promote international service opportunities and provide resources to clubs on international service opportunities.</p>	<p>Primary Responsibility: District Foundation Chair and Committee</p> <p>Secondary Responsibility: District Governor</p>	<ol style="list-style-type: none"> <li>1) Increase Our Impact</li> <li>2) Enhance Participant Engagement</li> </ol>
6	<p><b>Community Service Chair</b> – Appoint a District Community Service Chair to the District Leadership Team who will encourage clubs to engage in community service projects and look for opportunities to engage in community projects in an inter-club basis.</p>	<p>Primary Responsibility: District Governor</p> <p>Secondary Responsibility: District Foundation Chair and Committee</p>	<ol style="list-style-type: none"> <li>3) Increase Our Impact</li> <li>4) Expand our Reach</li> </ol>



Notes:

5. Objectives 1 to 3 were developed as part of the 2021-2024 District Action Plan but have been prioritized as indicated in the 2022-2025 District Action Plan as the results of a Membership survey conducted in March 2022.
6. Objectives 4 to 6 were added to the plan as recommended by the 2022-2023 District Governor.

Foundation Team

Name	Position	Club	Email
Roger Utnehmer	Chair and Paul Harris Society Chair	Wausau Early Birds	utnehmer@gmail.com
Sean Wright	Grants Committee Chair	Wausau	swright@grandtheater.org
Judy Nagel	Grants Committee Vice Chair	Green Bay	jknagel51@gmail.com
Nancy Loberger	Projects Committee Chair	Packerland Sunrise (Green Bay)	ima6220rotarian@gmail.com
Lee Olkowski	Projects Committee Vice Chair	Wausau Early Birds	leeolkowski@gmail.com
Jim Cantrill	International Services Chair	Marquette Breakfast	jcantril@nmu.edu
John Townshend	Scholarship Committee Chair	Wausau	jjtvision@charter.net
Bryan Lopac	PolioPlus Committee Chair	Marquette West	b_lopac@yahoo.com
DG Dave Anderson	Member	Wausau Early Birds	rotarydave6220@aol.com
DGE Julia Wallace	Member	Green Bay	wallace4923@yahoo.com

2022-2023 Committee Meeting Dates (Tentative)

Date	Meeting	Times (All Central)	Method
Tuesday, October 11 <sup>th</sup>	Committee	5:00 to 6:00 pm (Central)	By Zoom
Tuesday, December 20 <sup>th</sup>	Committee	5:00 to 6:00 pm (Central)	By Zoom
Tuesday, March 21 <sup>st</sup>	Committee	5:00 to 6:00 pm (Central)	By Zoom
Tuesday, June 20 <sup>th</sup>	Committee	5:00 to 6:00 pm (Central)	By Zoom

Priority Ranking	2022-2025 Priority Objectives	District Committee(s) or Leadership Group Assigned	Alignment with Rotary International Strategic Goals
1	<p><b>Membership Engagement in Polio Plus</b> – Encourage ninety-five percent (95%) of Clubs to establish a PolioPlus goal and assist them in developing and implementing a plan to achieve the goals that have been set.</p>	<p>Primary Responsibility:            PolioPlus Chair and Committee</p> <p>Secondary Responsibility:            District Governor            Assistant Governors            Foundation Chair</p>	<p>1) Increase Our Impact            2) Expand Our Reach            3) Enhance Participant Engagement</p>
2	<p><b>Increase Support for PolioPlus</b> – Work with Clubs to increase their support for PolioPlus through the following:</p> <ul style="list-style-type: none"> <li>a) Increase the number of clubs who give to PolioPlus;</li> <li>b) Increase average per club giving over the previous year;</li> <li>c) Increase the number of members who give to PolioPlus by 5%;</li> <li>d) Encourage membership in the Polio Plus Society (\$100/year until Polio is eradicated)</li> </ul>	<p>Primary Responsibility:            PolioPlus Chair and Committee</p> <p>Secondary Responsibility:            District Governor            Assistant Governors            Foundation Chair</p>	<p>1) Increase Our Impact            2) Expand Our Reach            3) Enhance Participant Engagement</p>

3	<p><b>Increase Club Participation in Polio Awareness Month and World Polio Day</b> – Encourage clubs to plan and execute an event or activity in conjunction with Polio Awareness Month and World Polio Day in October of each year.</p>	<p>Primary Responsibility: PolioPlus Chair and Committee</p> <p>Secondary Responsibility: District Governor Assistant Governors Foundation Chair</p>	<p>1) Increase Our Impact 2) Expand Our Reach 3) Enhance Participant Engagement</p>
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Notes:

7. A variation of Objectives 1 was developed as part of the 2021-2024 District Action Plan and has been maintained in the 2022-2025 District Action Plan as confirmed in the results of a Membership survey conducted in March 2022.
8. Objectives 2 and 3 were added to the plan as recommended by the 2022-2023 District Governor.

Polio Plus Team

Name	Position	Club	Email
Bryon Lopac	Chair	Marquette West	b_lopac@yahoo.com
Roger Utnehmer	Foundation Chair	Wausau Early Birds	Utnehmer@gmail.com
DG Dave Anderson	Member	Wausau Early Birds	RotaryDave6220@aol.com
DGE Julia Wallace	Member	Green Bay	wallace4923@yahoo.com
Mike Plourde	Member	Marquette	bluestonemp@yahoo.com
Chuck Blaksmith	Member	Marquette	chuck@blaksmithtribe.com
Fran Shefchik	Member	Sturgeon Bay Breakfast	fshefchik@portsidebuilders.com
George Snyder	Member	Wausau Early Birds	gsnyder2@charter.net
Larissa Rebhahn	Member	Wausau Early Birds	larissa.rebhahn@etcoelectric.com
Jean Burgener	Member	Wausau Early Birds	jean@burgenerave.com
Chuck Reynolds	Member	Waupaca	cpreynolds315@outlook.com
Larry Sarver	Member	Green Bay	sarverqdro@gmail.com
Mark Shropshire	Member	Appleton	mark@motionsynergy.com
Robert Davis	Member	Door County North	rcdavis3@me.com
Megan Dietz	Member	Sturgeon Bay Breakfast	medietz@charter.net
Zach Couvillion	Member	Marquette Breakfast	couvillz@gmail.com

Tom Zenner	Member	Kewaunee	tzenner@charter.net
Erica Huss	Member	Marquette	blue99beetle@hotmail.com
Nancy Leipzig	Member	Appleton	nancy.leipzig@communitycareinc.org

2022-2023 Committee Meeting Dates (Tentative)

Date	Meeting	Times (All Central)	Method
Tuesday, September 13 <sup>th</sup>	Kick-Off Meeting	5:00 to 6:00 pm (Central)	By Zoom
Tuesday, September 20 <sup>th</sup>	Committee	6:00 to 7:00 pm (Central)	By Zoom
Tuesday, November 8 <sup>th</sup>	Committee	6:00 to 7:00 pm (Central)	By Zoom
Tuesday, March 21 <sup>st</sup>	Committee	6:00 to 7:00 pm (Central)	By Zoom
Tuesday, June 20 <sup>th</sup>	Committee	6:00 to 7:00 pm (Central)	By Zoom

Priority Ranking	2022-2025 Priority Objectives	District Committee(s) or Leadership Group Assigned	Alignment with Rotary International Strategic Goals
1	<b>Building Stronger Relationships</b> – Invite current club presidents and potential club leaders to attend regular District Leadership Team meetings so club leaders understand the bigger picture and they build stronger relationships.	Primary Responsibility: District Governor	1) Increase Our Impact 2) Enhance Participant Engagement
2	<b>Club and District Collaboration</b> – Organize at least two District-wide Presidents’ meetings with the District Governor Line and Assistant Governors.	Primary Responsibility: District Governor	1) Increase Our Impact 2) Enhance Participant Engagement
3	<b>Succession Planning</b> – Develop a succession plan for the District Leadership Team by December 31 and maintain on an ongoing basis.	Primary Responsibility: District Leadership Team	1) Increase Our Impact 2) Enhance Participant Engagement
4	<b>Changing the Culture</b> – Plan two events, in addition to District Conference and routine training, that are Inter-Club, Inter-District or International in nature where multiple clubs work with one another.	Primary Responsibility: District Governor Line and Assistant Governors	1) Increase Our Impact 2) Enhance Participant Engagement

5	<b>District Leadership Team Training</b> – Conduct a District Leadership Training Program by June 30 <sup>th</sup> each year.	Primary Responsibility: Training Committee  Secondary Responsibility: District Governor Elect	1) Increase Our Impact 2) Enhance Participant Engagement
6	<b>District Committee Chair Training</b> – Encourage/ incentivize District Committee Chairs to participate in in-person or online training opportunities provided by Rotary International or the Zone.	Primary Responsibility: Training Committee District Governor Elect	1) Increase Our Impact 2) Enhance Participant Engagement
7	<b>Leveraging Technology</b> - Organize at least two training sessions, one on using Zoom and another using social media.	Primary Responsibility: Training Committee District Governor Elect Public Image Committee	1) Enhance Participant Engagement 2) Increase Our Ability to Adapt
8	<b>Rotary International Learning Center</b> - Encourage and recommend use of Learning Center at RI Website.	Primary Responsibility: Training Committee District Governor Elect	1) Enhance Participant Engagement 2) Increase Our Ability to Adapt
9	<b>Club Involvement in District Management and Activities</b> – Strengthen the relationship between the District and clubs by encouraging more club members to serve on District Committees.	Primary Responsibility: District Governor  Secondary Responsibility: District Leadership Team	1) Increase Our Impact 2) Enhance Participant Engagement

10	<p><b>Increase Club Entry of Goals into Rotary Central</b> – Increase the number of clubs that enter goals in Rotary Central and ensure that 95% of the clubs have goals entered for membership, Foundation giving, and Polio Plus Giving.</p>	<p>Primary Responsibility: District Governor</p> <p>Secondary Responsibility: District Governor Elect Assistant Governors</p>	<ol style="list-style-type: none"> <li>1) Increase Our Impact</li> <li>2) Expand Our Reach</li> <li>3) Enhance Participant Engagement</li> </ol>
11	<p><b>Diversity, Equity, and Inclusion (DEI)</b> – Organize at least one training session on DEI for local clubs to learn how to address related issues in a constructive and positive way, continue to work on a successful launch of the DEI Task Force, and develop a District DEI plan.</p>	<p>Primary Responsibility: District Governor Elect</p> <p>Secondary Responsibility: DEI Task Force Training Committee</p>	<ol style="list-style-type: none"> <li>1) Expand Our Reach</li> <li>2) Enhance Participant Engagement</li> <li>3) Increase Our Ability to Adapt</li> </ol>
12	<p><b>Task Force Support</b> – Maintain support for the Task Force on Environmental Sustainability and the Task Force on Empowering Girls and Young Women</p>	<p>Primary Responsibility: District Governor</p>	<ol style="list-style-type: none"> <li>1) Increase Our Impact</li> <li>2) Expand Our Reach</li> <li>3) Enhance Participant Engagement</li> <li>4) Increase Our Ability to Adapt</li> </ol>

### Grow Rotary Through Service

Rotary's commitment to "Service Above Self" is channeled through the Rotary International's "Avenues of Service," which form the foundation of most all club activity. Rotary International encourages Rotarians to think broadly about how their clubs and its members can contribute within each of the following:

**Club Service** – Focusing on strengthening fellowship and ensuring the smooth functioning of Rotary clubs.

**Community Service** – Providing an opportunity for Rotary clubs to implement club projects and activities that improve life in the local community.

**International Service** – Encompassing efforts to expand Rotary's humanitarian reach around the world and to promote world understanding and peace. It includes everything from contributing to PolioPlus to helping Rotary Youth Exchange students adjust to their host countries.

**Vocational Service** – Involving club members in serving others through their professions and aspiring to high ethical standards. Rotarians, as business leaders, share skills and expertise through their vocations, and they inspire others in the process.

**Youth Service** – Recognizing that positive change is implemented by youth and young adults through leadership development activities such as RYLA and Interact club service projects and creating international understanding through Rotary Youth Exchange. Also opens the door to the creation of new Rotaract organizations comprised of college students or young professionals and new generation leaders within a community.

As described above, and intertwined throughout this plan's priority objectives, are the "Avenues of Service" and the significance and importance of service, including:

- a. The encouragement of inter-club and inter-district international and community service projects;
- b. The promotion of club service projects more effectively through social media, the "Rotary Showcase," and in the media, generally;
- c. Support for greater levels of member support for The Rotary Foundation;
- d. The enhancement of the District International Service Chair; and,
- e. The appointment of a District Community Service Chair.

To tie this all together, the underlying theme of this plan is "Grow Rotary Through Service," which is a direct takeaway from one of the most exciting outcomes of 2022 Midwest PETS, the "Grow Rotary through Service Challenge."

Following an incredibly energetic presentation by Alex Johnson, Past President of the Rotary Club of Plano West and a current Innovative Club Advocate for our Zone, participants brainstormed with everyone in the room about easy-to-accomplish club service projects, resulting in a list of 85 suggestions, which are listed at the end of this section.



To assist in the implementation of this plan, District 6220 will be challenging all Club Presidents to lead their clubs to do at least one new, small, fun, and impactful service project between October 15<sup>th</sup> and April 15<sup>th</sup> of the 2022-2023 Rotary Year. The projects should focus on involving non-Rotarians who also share a passion for whatever problem or need the project seeks to address. Increased visibility of clubs in their communities through these service projects, and the involvement of non-Rotarians in delivering the project, will result in membership growth which, in turn, will allow clubs to do even more service projects and generate more positive public awareness of the great work Rotarians do.

Clubs will be asked to submit their projects to the District Community Service Chair using a simple and easy-to-complete online form. As part of the process, special training will be provided to:

1. Show how to recruit community members to volunteer on projects;
2. Enhance volunteer engagement on projects; and
3. Publicize the positive impact on the community of the completed projects.

A survey of the participating clubs will be done to assess the results and special recognition to high-performing clubs will be given at TriCon 2023 in April.

A district-wide communication, and several follow-ups, will be distributed to club leaders regarding this new initiative. A new Community Service Chair will be appointed as part of the DLT to coordinate this district-wide efforts and the Assistant Governors will work with each club in their areas to promote involvement.

Related to this initiative and the ongoing service projects being done by local clubs, the District Governor will participate in a three-district "Imagine Impact Tour" involving Districts 6220, 6250, and 6270. The DG's from all three districts will visit at least two successful projects in each district designed to raise awareness of the outstanding work local Rotary clubs do providing meaningful service to their communities and beyond.

While final plans are still being developed, what is envisioned is a local media announcement that the three DG's will be visiting a particular project, with the hope there will be local media coverage and an opportunity for the DG's to talk about Rotary's commitment to service, stressing there are many ways those not involved in Rotary can take part in these projects and, perhaps, join Rotary to be able to take advantage of more service involvement. As a follow-up, the hosting DG may want to submit an op ed to local media outlets, or elsewhere in the district, to promote Rotary and Rotary service. Such visits will also provide opportunities to generate social media attention and increase local member support for their club.

It is the hope of the three DG's that those service projects highlighted during the "Imagine Impact Tour" will also be featured at the 2023 TriCon on April 28<sup>th</sup> and 29<sup>th</sup> in La Crosse, with video vignettes to kick-off each plenary session, and through a panel discussion on service projects.

Below is the list of club service ideas and that the clubs themselves identified at Midwest PETS in March.

**Club Service Ideas  
Midwest PETS  
March 2022**

1. Supplies for victims of domestic violence
2. Storytelling at daycares and nursing homes
3. Birthday Bags – take to food pantry – give to kids who have birthdays that day
4. Collect cleaning supplies for community needs agencies
5. Partner with churches that build tiny homes for the homeless
6. Diaper & formula drive
7. Trash pickup in forest preserves, along roads
8. Cleanup for women’s shelter
9. Writing cards/holiday cards for seniors in nursing homes
10. Cleaning up yards for seniors
11. Adopt a park to beautify
12. Food packing
13. Collect feminine hygiene products for distribution at a food bank
14. Welcome Buckets for homeless people in the community
15. Hard boil eggs, take to alternative high school, color eggs with the kids; award prizes for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place – kids get to eat the eggs afterward
16. Have people with assigned days to visit lonely seniors in nursing homes
17. Blood drive participation
18. Read a book and post on YouTube so small kids can listen
19. Grocery delivery for the homebound
20. Salvation Army Book Bag – organize and outfits bags for different grade levels, donate supplies; do this one time per year
21. Community volunteer drive
22. Collaborate with local hospital to promote a community blood drive.
23. Hold meeting at school, then have Rotarian Read-to-Me
24. Habitat for Humanity build
25. Invasive species removal

26. Soup kitchen
27. Spring cleanup at local park
28. Plant trees/Arbor Day project
29. Reading to Head Start program kids
30. Contribute to "Sleep in Heavenly Peace" foundations; build and deliver beds to children
31. Partner with local school for literacy
32. Provide activities for young boys and girls in the community
33. Partner with community college
34. Ski hill to provide ski rental and lift tickets for youth group
35. Sponsor summer youth group
36. Install kayak launch on local mill pond
37. Make and distribute lasagna to homebound
38. Clean up and restore basketball courts in community
39. Help clean up local sports parks – baseball, football, BMX, etc.
40. Collect books (or use pre-collected and packaged) and deliver to Free Little Libraries across the city
41. Deliver Meals on Wheels
42. Cleaning and/or hygiene products for food pantry
43. Feminine hygiene drive
44. Volunteer at senior center for Bingo or other activities
45. Pack weekend backpack meals
46. Collect socks for homeless shelter
47. Collect bikes for kids and other people needing transportation
48. Collect small bottles for women's or homeless shelters
49. Reading hour with kids, talk about careers
50. Cook breakfast for homeless shelter
51. Fishing day for children being served by women's shelter; collect donated gear, teach the kids how to fish, finish day with fish fry party
52. Beautification help in city – plant flower boxes
53. Provide water at a community run/walk
54. Collect and distribute shoes for kids
55. Collect and distribute coats for kids
56. Easter egg hunt
57. Used book drive; distribute books to students
58. Take purses of personal hygiene products to women's shelters
59. Meal once a month at veteran's drop-in center

60. Career Day at high school
61. Christmas gifts to underprivileged kids
62. Vocational service for disabled adults; buddy program
63. Clean up at the Arboretum
64. Partner with local humane society or animal rescue to help clean the facility or gather the items/supplies they need
65. Deliver Easter baskets to a food pantry
66. Build a Little Free Library
67. Collect, assemble and distribute hygiene/seasonal items (gloves, socks, etc) to EMS service providers for distribution to the homeless they work with
68. Road clean ups with other Clubs
69. Lake Michigan Beach clean up
70. Pack the food pantry
71. Kids' books to laundromats
72. Park cleanup for Earth Day (also recognizing environment as the newest area of focus)
73. Walk Wisconsin Rest Station in June – 2 hours
74. Help hand out lunch to kids during summer break
75. Literacy for inmates
76. Oshkosh on the Water; partner with Wolf River Alliance on their May 7 cleanup day
77. Pen pal program for people in assisted living
78. Sponsor Music in the Park
79. Student tutoring
80. Mentor and create crafts with elementary students one time per month
81. Support free little pantries, also called Community Blessing Boxes; different members donate items to different boxes
82. Partner with special needs adult homes
83. Let kids read to us
84. Art supply bags for inner city kids
85. Pollinator garden in the city cemetery

## **Conclusion**

This plan fully embraces “Imagine Rotary,” the theme of 2022-2023 Rotary International President Jennifer Jones, which expresses the importance of dreaming big, using our abilities to turn those dreams into reality, and all while making our communities and world a better place.

While building on the well-established strategic priorities of Rotary International, this plan also reprioritizes District objectives already established last year, builds on the success of the last Rotary Year, identifies and addresses deficiencies that need to be overcome to ensure the plan’s continued implementation, and links the strategic direction of District 6220 with new Rotary Zone Challenge initiatives, which are fully integrated into the plan to discourage a perception that they may be competing or creating a layer of additional requirements.

Implementation planning and execution is assigned to various district committees and leadership teams, which will establish timelines and accountability for each priority objective to be achieved.

## **Acknowledgements**

First, Immediate Past District Governor Sridhar must be acknowledged for the vision and leadership that resulted in the development of the “2021-2024 Strategic Goals and Objectives” that have set the benchmarks District 6220 continues to strive to achieve. Past District Governor Scott Knaffla is to also be commended for encouraging the development of this initial plan during his tenure.

Second, District Governor Elect Julia Wallace must be recognized for being a strong partner in the development of this iteration of the plan and for her work in spearheading the 2022 Membership Survey.

Third, the District Leadership Team over the last three years needs to be thanked for their input and involvement in this process.

Finally, the District needs to thank the club presidents and other leaders who participated in the 2020-2021 focus groups that informed the first plan, the general members who provided feedback as part of the 2022 Membership Survey, and those club leaders and DLT members who have provided their thoughts as this plan has developed.

We would also be remiss if we didn’t thank those in Zone 25b and 29 and Rotary International for their feedback and suggestions, especially Innovative Club Advocate Alex Johnson.