

Strategic Plan

District 6220

(2018 – 2022)





District 6220 Strategic Plan: 2018-2022

Everything we do as Rotarians centers around fulfilling Rotary's mission of Service Above Self and our District vision to work together to help others in need. This path is guided by our three (3) Goals (Leadership, Service, Membership), each supported by several Strategies. Rotary's five (5) Areas of Service are the foundation for our work. The areas are: Club Service, Vocational Service, Community Service, International Service, and Youth Service. As a District 6220 Rotarian, your engagement with any Strategy and any Area of Service is part of your role as Service Above Self.

VISION:

We work together to develop leaders, mentor youth, and help others in need – here and around the world.

Leadership: <u>We will develop diverse, inspired leaders. (Goal #1)</u>	Service: <u>We will collaborate and increase humanitarian service by effectively using grants and supporting The Rotary Foundation (Goal #2)</u>	Membership: <u>We will support and strengthen Clubs by fostering innovation and flexibility. (Goal #3)</u>
Develop new leaders as individuals who, regardless of title, or age, embrace their personal strengths, gifts and passions; to positively impact others and change the world. Encourage Club Visioning and succession planning at Club & District levels. Expand youth leadership via RYLA, RYE, and other Emerging Leaders Programs.	Fully utilize the District Project Fund annually. All clubs have one member that attend the Grant Management Seminar. Increase local & international sustainable service projects via collaboration on District Grants and Rotary's six (6) areas of focus. Increase international sustainable service projects via collaboration on Global Grants and Rotary's six (6) areas of focus. All Members support The Rotary Foundation annual fund. Support PolioPlus until Polio is eradicated	Foster diverse Club membership thru innovation & flexibility Improve Rotarian recruitment. Improve Rotarian retention. Foster new Rotary Clubs. Enhance our public image and visibility.

Action Plan: 2018-2022

GOAL#1: LEADERSHIP – We will develop diverse, inspired leaders

Strategies & Tasks: (LEADERSHIP & NEW GENERATIONS CHAIR IS EXECUTIVE PROCESS OWNER)	Process Owner:	Next Steps:	Status: C – Complete P – In Progress I – Incomplete
<p>We will develop Leaders as: Individuals who, regardless of title, or age, embrace their personal strengths, gifts and passions; to positively impact others and change the world. We will highlight these leaders in the District Newsletter</p>	<p>DG with DGE & DGN</p>	<p>Prepare first article for District Newsletter by October 2018</p>	
<p>We will encourage Club Visioning and succession planning at Club and District Levels. 33% of Clubs have a revised or new Vision Plan by June 30, 2019. 50% by June 30, 2020, 75% by June 30, 2021. 33% of Clubs have their PE and PN selected annually with both attending PETS by March 2019. 50% by March 2020. 75% by March 2021.</p>	<p>Vision Chair DGE</p>	<p>Vision Chair to provide current % of Clubs with Vision Plan by April 30, 2019</p>	
<p>We will expand youth leadership via RYLA, RYE and other programs. Increase # of RYLA participants across the district by 5% annually Create a process/programs to tie together youth through adult programs (from RYLA/Interact/Rotaract to RLA and Rotary Clubs). This may relate to encouraging RYLA participants to form Interact Clubs and others to form Associate Member Programs, etc. Completed by June 30, 2020. Encourage each Club to host a RYE or RYLA student annually; and have RYE students attend RYLA annually. Create a District youth leadership scholarship award for RYLA attendee/s by June 30, 2020.</p>	<p>RYLA Chair Leadership & New Generations Chair RYLA & RYE Chairs RYLA Chair</p>	<p>RYLA Chair to provide current # of attendees by January 31 (102 participants) RYLA Chair to provide current # of RYE attendees at RYLA by February 28</p>	

Action Plan: 2018-2022

GOAL#2: SERVICE – We will collaborate & increase humanitarian foundation service by effectively using grants and supporting The Rotary Foundation

Strategies & Tasks: (DRFC IS EXECUTIVE PROCESS OWNER)	Process Owner:	Next Steps:	Status: C – Complete P – In Progress I – Incomplete
We will fully utilize the District Project Fund annually for service projects. Occurs annually	DPF Chair	Chair to provide current amount in the DPF by January 31 of each year	
We will increase local and international sustainable service projects via collaboration on District Grants and Rotary's six (6) areas of focus. AGs to seek collaboration in each respective Area on projects for District Grant collaboration; and share best practices. Have at least 3-5 projects per year. Fully utilize all District Grants funds annually.	DRFC AGs Grants Chair	Process discussed and action steps created with Grant Chair	
We will increase international sustainable service projects via collaboration on Global Grants and Rotary's six (6) areas of focus. Seek collaboration across Clubs/Districts on Global Grant projects, encourage Vocational Training Teams (VTTs), and share best practices. Have at least 1-3 projects each year; either lead or collaborative <ul style="list-style-type: none"> Fully utilize all Global Grant funds annually 	DRFC Grants Chair	International Service Chair selected by March 31; Create current international project list for website and communicate by September 1	
We will ensure all Clubs receiving grants receive adequate annual training and reporting on those grants. send a Rotarian to an annual Grant Management Seminar (GMS). Occurs annually	Grants Chair	Develop clear final report template	

GOAL#2: SERVICE (continued)

Strategies & Tasks: (MEMBERSHIP CHAIR IS EXECUTIVE PROCESS OWNER)	Process Owner:	Next Steps:	Status: C – Complete P – In Progress I – Incomplete
<p>We will support The Rotary Foundation Annual TRF giving is \$50/Rotarian by June 30, 2018; \$75/Rotarian by June 30, 2019; and \$100/Rotarian by June 30, 2020. (interpretation is average per club) Paul Harris Fellows and Paul Harris Fellow Society Members increase by 5% annually. 80% of Clubs contribute to TRF by June 30, 2018; 90% by June 30, 2019; and 100% by June 30, 2020</p>	<p>DRFC</p>	<p>Fundraising Chair to provide current \$\$/Rotarian by February 28</p> <p>PHF Chair to provide current # of PHFs and PHFS members by January 31. (mid-year date, should we edit or clarify significance of date)</p> <p>DRFC to provide current % of Clubs contributing by January 31. (mid-year date, should we edit or clarify significance of date)</p>	
<p>We will continue to support PolioPlus until Polio is eradicated All Clubs & District will contribute to PolioPlus annually. Rotarians and non-Rotarians will be encouraged to participate in a NID annually with goal of 2 individuals from the District annually attending a NID</p>	<p>PolioPlus Chair</p>	<p>Chair to provide current# of Clubs contributing by January 31.</p>	

Action Plan: 2018-2022

GOAL# 3: MEMBERSHIP – We will support and strengthen Clubs by fostering innovation and flexibility

Strategies & Tasks: (MEMBERSHIP CHAIR IS EXECUTIVE PROCESS OWNER)	Process Owner:	Next Steps:	Status: C – Complete P – In Progress I – Incomplete
<p>We will foster diverse Club membership innovation & flexibility – focusing on what could be done to attract new Rotarians;</p> <p><u>Innovative & Flexible Memberships</u>: provide alternatives and options for different meeting days, times, locations, dues/meal structures, E-Clubs, etc. for Club meetings.</p> <p><u>Couples Memberships</u>: only one meal charge for two members.</p> <p><u>Corporate Memberships</u>: provide option for corporation to join Club and appoint a certain number of designees to participate in Club (not RI recognized)</p> <p><u>Associate Memberships</u>: option for younger Rotarians to join Club and become regular members after specified time period.</p> <p>Any combination of the above!</p> <p>Develop a strategy to encourage Clubs to seek membership in areas they currently lack (i.e. missing vocation). Clubs reflect our communities by race, gender and profession, etc.</p> <p>Create process to gain feedback from Clubs and best practices by June 30, 2019</p>	<p>Membership Chair</p>	<p>Chair to encourage appointment of Club Membership Chair(s) to benchmark possible options for flexible & innovative memberships – and communicate to District – by June 30, 2018</p>	
<p>We will improve Rotarian recruitment-</p> <p>Develop member recruitment plans focused on New Generations – those aged 40 and under (related to Rotaractors becoming Rotarians, recruiting RYLA participants to join Interact, RLA, Young Professional Groups, Jaycees, etc.). Includes training of Clubs/Rotarians and assistance with Club membership plans. Completed by June 30, 2019 and annually thereafter.</p> <p>Prioritize (a) inviting others to your Rotary Club meeting, (b) Telling Your Rotary Story (with explanation of how to tell “your” story, your “why?”), and (c) follow-up with individual</p> <p>Membership Chair to set District membership goal annually by percentage increase from prior year(s).</p>	<p>Membership Chair</p>	<p>Membership plan developed and communicated to Clubs by January 31, 2019</p> <p>Consider: Community assessments</p>	

GOAL#3: MEMBERSHIP (continued)

Strategies & Tasks: (MEMBERSHIP CHAIR IS EXECUTIVE PROCESS OWNER)	Process Owner:	Next Steps:	Status: C – Complete P – In Progress I – Incomplete
<p>We will improve Rotarian retention. Develop member retention plans focused on <u>all</u> members. Completed by June 30, 2019 and annually thereafter. Provide clubs with a model onboarding plan to implement locally. Develop a system to track retention metrics.</p>	<p>Membership Retention Chair</p>	<p>Chair to encourage appointment of Club Membership Retention Chair</p>	
<p>We will start new Rotary Clubs Complete an assessment as to where new clubs make sense. Consider a platform to launch an e-Club in our District for areas with wide-spread geography. “Youth/New Club” Chair and DG to review with District Leadership annually</p>	<p>Membership Chair in conjunction with District Leadership</p>	<p>Appoint “Youth/New Club” Chair to onboard new club(s)</p>	
<p>We will enhance our public image and visibility PR Plan and efforts will focus on improving the Rotary Masterbrand strength by demonstrating more impactful local/international service projects, which will help increase members and TRF contributions. Apply for RI PR Grant annually (includes developing a PR Plan to effectively utilize funds). Completed by January 15 annually. Enhance our Social Media efforts via Facebook, Twitter, Instagram, Website, etc. Ongoing. Appoint ownership of these platforms for regular, consistent, updates. Consider software to integrate posting across all platforms simultaneously. Define our District Newsletter. Consider a more social media-centric platform</p>	<p>District PR Chair District Webmaster District Newsletter Editor</p>	<p>Chair to encourage appointment of Club PR Chair and provide resources for consistent D6220 & RI branding</p> <p>Chair to create annual PR Plan by December 31, 2018, which includes monthly communications related to D6220 Goals, ensures data is accurate on District Website each year, and includes a process to submit social media posts to the District.</p>	