

ROTARY DISTRICT 6510 STRATEGIC PLAN

August 23, 2016

Rotary



08/23/2016

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1. MISSION:

Alt #1 - Strengthen the Clubs and District by Developing Leaders at the Club level and beyond.

2. CORE VALUES:

- | | | |
|-------------|------------------------|-------------------------|
| *Service | *Fellowship | *Diversity |
| *Integrity | *Public Relations | *Leadership Development |
| *Membership | *The Rotary Foundation | |

3. SUPPORT & STRENGTHEN THE CLUBS

A. Club Support

- a) Strategic Planning – The district will assist each club to develop a strategic plan that provides future direction to the club. The District will provide a quality Visioning team to facilitate the strategic planning process. The District will provide a self assessment tool for use by club leaders to assess their strengths and weaknesses as part of the process.
- b) Establish a Small Club Task Force whose objective is to benchmark and implement the adoption of best practices with the aim of growing these small clubs.
- c) The District will assist in strengthening club administrative function by providing quality training for club officers including:
 - PETS Orientation
 - President Elect Training Seminar (PETS) as well as the training of PENS.
 - District Assembly
 - Foundation & Membership Seminar
- d) District will host periodic cluster meetings to improve communication and cooperation between clubs, as well as provide training resources for club members.
- e) District shall maintain and promote a high quality speakers bureau.

B. Strengthen Club & District Leadership

- a) Develop an organization chart for the District that aligns with the stated goals and objectives of this strategic plan. Develop formal job descriptions including requirements, required training and duties.
- b) Develop a comprehensive training program that addresses the varying needs of club leadership positions, assistant governors, deputy governors and other district leadership positions.
- c) Develop a process to identify and improve the talent pool for district leadership positions, such as an annual Rising Stars Program.
- d) Develop a succession plan for each major district leadership position listed on the District's organization chart.
- e) Develop policies and procedures for the position of District Administrator, including a succession plan. The District's Administrator shall have been a District Governor.

4. INCREASE CLUB MEMBERSHIP

A. Membership Goals - Adopted 11/18/2015

- a) Increase District's Membership – Net 160 member increase by June 30, 2019. To achieve this goal:
 - Recruit 225 new members annually.
 - Goal is 40 net new members per year.
- b) New Clubs – 50 clubs by June 30, 2019.
- c) Clubs Achieve A 92% Member Retention Rate.
- d) Increase Inclusivity – women to make up 33% (one-third) of the membership body.

B. Membership Growth Opportunity (“MGO”)

The District shall facilitate the clubs' efforts to achieve these goals by fostering club, area and district training through the process of Membership Growth Opportunity.

C. Effective Orientation Program

The District shall develop and implement an effective member orientation program.

5. SUPPORT THE ROTARY FOUNDATION

Goals – Adopted 11/18/2105

Note: will apply for three rotary years beginning July 1, 2016 through June 30, 2019. Current year should show progress towards these goals.

- a) Annual Program Fund Annual Targets – Current year goal = \$105 per capita. Pro rata annual targets \$120 per capita during 2018-19.
- b) Polio Plus Annual Targets – currently \$45,000 to \$50,000 plus 20% DDF. Annual targets \$50,000 plus 20% DDF.
- c) Paul Harris Society Membership – increase current membership by 20 each year, including current year. Goal is an additional 80 members by June 30, 2019.
- d) Increase the number of clubs supporting APF – 100% clubs donate by June 30, 2019.
- e) Increase number of members supporting APF – 80% of members donate annually by June 30, 2019.
- f) Increase Bequest Society Members & Their Pledges – increase the amount pledged by \$1,000,000 by June 30, 2019.
- g) Increase The Number of Major Donors – increase number by 10% annually.

6. FOCUS & INCREASE HUMANITARIAN SERVICE

- a) District shall encourage, facilitate and showcase community service projects within our communities that are bigger & bolder, including partnering with other clubs or organizations.
- b) District shall encourage clubs to undertake multi-club fundraisers and community service projects.
- c) District shall also encourage, facilitate and showcase international community service projects to include other clubs or organizations.
- d) District shall encourage clubs to participate in international projects involving other clubs and other districts.
- e) District Governor will recognize clubs during the District Conference or elsewhere for planning and executing outstanding projects both in their communities and internationally.

7. COMMUNICATE A COHESIVE MESSAGE TO MEMBERS & NON MEMBERS

A. Communicating With Our Members

- a) Goals Include:
 - Reach the majority of our members
 - Convey Information
 - Inspire
 - Persuade To Take Action
- b) Use the ‘Best Medium(s)’ to communicate with our members, including social media.
- c) Maintain the highest quality District newsletter. Our goal is to obtain a minimum of 50 percent of our membership opening the district’s newsletter by 2019.
- d) Maximize the role and acceptance of DACdb in the communication process.

B. Clubs’ Communications With Their Communities

- a) Goals Include:
 - Increase Rotary awareness (increased community awareness)
 - Attract new members
 - Motivate community members to support and engage in Rotary & club sponsored fundraisers and community service projects
 - Donate to The Rotary Foundation
- b) Promote the use of news templates and other tools that can be used by clubs to efficiently and effectively place information and announcements in their local news outlets and social media.

8. FINANCIAL GOAL

- a) Maintain a minimum reserve of at least 50 percent of our members’ annual district dues.