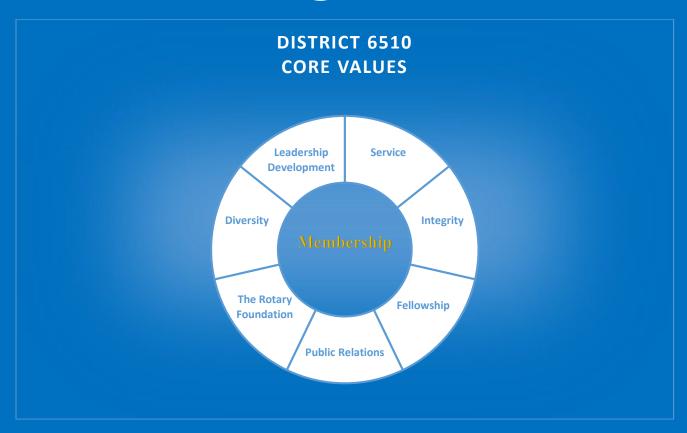




# Strategic Plan



Strengthen the Clubs and District by Developing Leaders at the Club level and beyond

## Our Strategic Goals



### Support & Strengthen Clubs Club Support

- Assist each club with Strategic Planning
- Small club task force
- Strengthen Club Administration with training
- Cluster Meetings
- Speakers Bureau

#### Strengthen Club and District Leadership

- Organizational Chart aligned with Strategic Plan
- Club leadership training plan
- Process to identify talent
- Succession plan for District leadership
- Polices & Procedures for District Administrator



#### Humanitarian Service

- Showcase community service projects and encourage partnering with clubs and other organizations
- Encourage clubs to partner for fundraising and service projects
- Encourage and showcase International Service projects to include partnering
- DG will recognize clubs at conference for outstanding projects

#### Club Membership

#### Membership Goals

- Increase Membership Net 160 by 6/30/2019
- Recruit 225 new members annually
- 50 clubs by 6/30/2019
- 92% retention rate
- Increase diversity 1/3 of members are female

#### Membership Growth **Opportunities**

Implement MGO training strategies to clubs

#### **Effective Orientation** Program

Implement an effective new member orientation program



#### Support the Rotary Foundation

- Annual Program Fund targets \$120/capita by 2018-19
- Polio Plus Annual targets \$50,000 + 20% DDF
- Paul Harris Society Membership increase by 80 by 6/30/2019
- Increase clubs supporting APF - 100% target by 6/30/2019
- Increase members supporting APF – 80% of members donate EREY by 6/30/2019
- **Increase Bequest Society** membership and increase pledges by \$1,000,000 by 6/30/2019
- Increase Major Donors by 10% annually



#### Communication

- Communication with our members to include
  - Reach the majority of our members
  - Convey the information
  - Inspire
  - Persuade to take action
- Use the "Best Mediums"
  - o Social Media
  - Print Media
  - Video
- Maintain high quality District Newsletter with 50% of membership opening by 2019
- Maximize role and acceptance of DACdb

#### Public Image

- Clubs' communication with their communities
  - **Increase Rotary** awareness
  - Attract new members
  - Encourage community to support club sponsored service projects and fundraising
  - Donate to TRF
  - Assist clubs with local news outlets and social media

#### Financial Goal

Maintain a reserve of 50% of our members' annual district dues