



Strategic Plan

DISTRICT 6510 CORE VALUES



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
- Policies & 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



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”
 - Social Media
 - Print Media
 - Video
- Maintain high quality District Newsletter with 50% of membership opening by 2019
- Maximize role and acceptance of DACdb



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

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