**Rotary International District 6890, Inc.**

P.O. Box 238, Bartow, FL 33831

www.rotary6890.org

**Strategic Plan 2017-2020 - ADOPTED 11/7/3017**

**Purpose** *Club Support*

To empower and develop Clubs, connecting them *↕*

To each other and the world of Rotary. *COLLABORATIVE*

↕

**Vision 2020** *STRONG CLUBS*

Strong clubs of inspired, effective leaders committed ↕

to growth through collaboration, innovation and *COMMUNITY*

diversity. ↕

*Training/Communication*

**Goals**

CLUB SUPPORT: Complete annual survey of clubs

to assess needs and make changes to promote collaborative community among clubs, within the District, and the greater world of Rotary.

TRAINING: To prepare Rotarians to fulfill Club and District Leadership roles resulting in personal growth that adds value beyond Rotary.

COMMUNICATION: To ensure the District, Clubs and members have access to, use, and share relevant information.

**Objectives**

* Ensure continuity each year among district leadership through monthly meetings of the DG Team.
* Encourage programs and services to reflect the 5 Avenues of Service (Club Service, Vocational Service, Community Service, International Service, and Youth Service) and to promote the Objects of Rotary.
* Actively seek and leverage the time and talent in all groups of the District.
* Foster annual planning in budgets, calendars, Club goals and District activities that yield support of Clubs.
* Seek and coordinate consistent messaging internally and externally so that Clubs and the district increase, build and promote an image of Rotary throughout our communities.
* Promote Rotary activities designed to attract diverse new members.
* Encourage the use of resources available from Rotary International, other Districts and our district clubs to engage Rotarians and increase retention.
* Ascertain and build on the skills and strengths of District Rotarians through Rotary experiences and leadership development training.
* Actively promote 100% participation of all Clubs and their members in contributing to The Rotary Foundation (TRF).
* Design, deliver and continually improve district provided service to member Clubs.
* Encourage President Elect’s and/or President Nominee’s to promote District and RI events and opportunities.
* Encourage clubs to achieve the International Citation.

**Strategies**

* The District Governor’s Team (District Governor, District Governor Elect, District Governor Nominee, District Governor Designate, Foundation Chair, Membership Chair and Immediate Past District Governor)
  + Hold monthly meetings.
  + Provide training sessions in strategic locations to encourage participation.

**Build/Strengthen Clubs – 2017-2020**