



District 6890



2024-2026 Strategic Action Plan Adopted 12/1/23

Our Vision: To become a district of strong clubs with inspired and effective leaders
 “Doing Good in the World.”

Our Mission: To empower and develop clubs through communications, collaboration, training and engagement of members.

PILLAR GOAL 1 COMMUNICATION	PILLAR GOAL 2 COLLABORATION	PILLAR GOAL 3 TRAINING	PILLAR GOAL 4 ENGAGEMENT
We will provide information and communication tools to strengthen our clubs, maximizing their ability to recruit and retain members.	We will promote collaborative partnerships among clubs and with external organizations to maximize our impact.	We will offer training programs to empower our members and to develop inspired and effective leaders.	We will foster member engagement, active participation and collaboration driving community service that makes an impact.
COMMUNICATION TOOLS	COLLABORATION TOOLS	TRAINING TOOLS	ENGAGEMENT TOOLS
Minutarian – Governor’s message	Disaster Relief Coordination	District Training Assembly	Rotary Means Business
District Newsletters	Service Project Showcase*	Vibrant Club Seminar	Rotary Mentors for Rotaract*
Public Image/Growth Campaign*	Fundraising/Sponsor Campaign*	Special Topic ZOOMs*	Quarterly Socials/Networking*
Rotary6890.org Website*	Speakers Database*	Foundation & Grant Workshops	District Conference
Social Media	High School Speech Contest	DACdb University	Rotary International Convention
DACdb, P-Mail, Calendar	Leader Zoom Chats*	Rotary Leadership Institute	Zone Summits
Rotary.org (Info and Leads)	Event Volunteer Sign-ups*	Rotary.org Learning Center	Recognition Programs
Online Chats/Sharing*	Interact Clubs	S4TL (High School Students)	The Rotary Foundation
Member Directory*	Multi-Club Service Projects*	Interact/Rotaract Summit*	Global Grants
Topical videos*	Rotaract Clubs	Zone Webinars – MAP, PI	District Designated Funds
Club Support Ambassadors*		Presidents-Elect Training (PETS)	Local grants*
Foundation News			
Membership News			
			*New in 2024

NOTE: Additional Measures of Merit will be identified and goals set relative to baseline data available in 2023-24. This document is meant to prioritize district activities that support club growth and effective community service. This plan will be updated annually.

2024-2026 Strategic Action Plan – Rotary District 6890

COMMUNICATIONS MEASURES OF MERIT	COLLABORATION MEASURES OF MERIT	TRAINING MEASURES OF MERIT	ENGAGEMENT MEASURES OF MERIT
Open Rates – District Newsletters, Minutarian - Increase year over year	Written disaster relief plan and organizational structure and a roster of Rotarians ready to serve	Increase attendance at district training assembly – 15 percent per year starting with 2024	2024 – 1 mentor/10 Rotaractors 2025 – 2 mentors/10 Rotaractors 2026 – 3 mentors/10 Rotaractors
Club Participation Image Campaign 2024 – 50% 2025 – 65% 2026 – 75%	Increase club participation in high school speech contests 2024-50% 2025 – 60%, 2026 - 70%	Develop and implement ongoing Assistant Governor training, expectations	Grow participation in socials and networking events 5% each quarter
Evaluate New Website Using Google Analytics 4, Set Goals for Page Hits, Speakers, Volunteers	Fundraising Campaign Goals: 2024 - \$50,000 2025 - \$60,000 2026 - \$75,000	Host Interact/Rotaract Summit Increase attendance 15% per year – Baseline 2024	10 percent of members attend International Conventions when held in North America
Member Participation in Chats increase 10% year over year	Add 1 new Interact Club per year	Recruit club leaders to attend Rotary Leadership Institute 2024-35 2025- 50 2026- 65	Increase district conference attendance 15 percent per year
Clubs Posting District Social Media 2024-25%, 2025-45%, 2026-60%	Club participation in multi-club service projects 2024 – 10% 2025 – 20% 2026 – 30%	Increase percentage of clubs sending delegates to S4TL Baseline - 2023	Send Emerging Leaders to Zone Leadership Training 2024 - 3 2025 - 4 2026 - 5
Document Action Rotary Intl. Leads 2024–50% 2025–60% 2026-70%	Add 10 new presenters per year to speakers database	Offer a special topic ZOOM each quarter	Increase Giving to The Rotary Foundation by 10 percent per year
Increase district membership by 5 percent per year	Enlist clubs to post in Service Project Showcase 2024 – 10 2025 – 15 2026 - 20	Increase attendance at Vibrant Club Seminar 10 percent/year	Increase by 10 percent per year the Paul Harris Fellows, Benefactors, and Paul Harris Society members
Make innovative club presentations 2024 – 10 2025 – 15 2026 - 20	Increase members volunteering at other clubs’ events – baseline 2024 – goal –10 percent	Increase members completing training at RI Learning Center baseline 2024 – set goal	Add 2 new Rotary clubs in underserved areas and one new Rotaract Club each year
Make short videos available to clubs 2024 – 3 2024 – 5 2026 – 6	Schedule quarterly leader chats	Increase members at ZONE Webinars – baseline 2023	Increase club use of District Designated Funds, Global Grants
Offer Rotary expert consultations		Establish participant surveys after each training event.	Develop district recognition program

THANKS to 2023 Strategic Planning Committee: Chairman Scott Dudley, Winter Haven; DGE Chevon Baccus, The Ridge; DGN Linda Devine, Tampa; Treasurer McQueen Small, Lake Placid; Secretary Brooke Melendi, Tampa; Clarice Roth, Bartow; Karen Frashier, New Tampa; Kim Christoffersen, Lakeland Sunrise; Pixie Kehoe, Haines City; Keith Hunnicutt, Avon Park; Connie Gage, Tampa; Diane Smith; Hardee County; Kathleen Stasia, Sun City Center; Chad Norgard, Brandon 86.