**Intent.** This five-year strategic plan for the Rotary years July 2018 – June 2023 provides guidance and direction to assist the Rotary clubs in District 6980 and the district leadership and staff in planning for the future. It provides a vision and roadmap of where the district is going and how we are going to get there. It is the framework for our future ensuring that we continue to be known as a respected, dynamic organization advancing communities worldwide.

**Mission**. To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

The District Strategic Plan is based on the Rotary International (RI) Manual of Procedure (MOP) and the RI Strategic Plan.

This Strategic Plan identifies the following seven strategic priorities with supporting goals and objectives.

**I. District Leadership**

1. **Goal – Enhance District Leadership Efficiency**
   1. Objective: Identify, recruit, and Develop future leaders for district officers and committee chairpersons including the following:
      1. District Governor
      2. District Secretary
      3. District Treasurer
      4. Administration Committee Chair
      5. Membership Committee Chair
      6. Public Image Committee Chair
      7. Rotary Foundation Committee Chair
      8. Service Projects Committee Chair
      9. Youth Service Committee Chair
      10. Assistant Governors
   2. Objective: Develop standing operating procedures (SOPs) for each of the above areas.
   3. Objective: Support the clubs’ leaders in increasing club efficiency and procedures by following the recommendations in this plan.
   4. Objective: Encourage and assist club leaders in setting club goals in all areas on Rotary Central to assist in providing direction for the club year.
2. **Goal – Enhance District Leadership Knowledge and Proficiency**
   1. Objective: Establish orientations (e.g., a one day retreat) for district leadership personnel.
   2. Objective: Provide DACdb training for all district leaders including Assistant Governors (AGs), club presidents, presidents-elect, secretaries, and treasurers.
   3. Objective: Provide district-wide training seminars as supplements to the May Training Assembly material, as needed.
   4. Objective: Encourage Rotary Leadership Institute (RLI) course completion for district and club leaders.
   5. Objective: Provide leadership workshops for district and club leaders.
3. **Goal – Enhance Involvement of Club Personnel in District Activities**
4. Objective: Identify, recruit, and encourage club personnel to serve in district-level positions.
5. Objective. Provide opportunities for club personnel to serve on district committees as assistants to the chairperson and as sub-committee chairs.

**II. Club Administration**

1. **Goal – Enhance District Information Technology (IT) Processes, Procedures, and Applications**
2. Objective: Develop a district IT SOP.
3. Objective: Employ a webmaster, part-time secretary, or an IT professional to maintain, update, and manage the district web page and other electronic means used within the district.
4. Objective: Maintain and update the district website and social media sites, as required.
5. Objective: Maintain and update the district DACdb, as required.
6. Objective: Promote the use of the DACdb for intra-district and club use.
7. Objective. Recommend appropriate security levels for district and club personnel based on the requirements of the positions that they hold.
8. Objective: Increase participation in promoting Rotary and the district through social communications media means.
9. **Goal – Enhance Communications and Connections Among and Between Clubs and the District**
10. Objective: Support the clubs’ Administration Committee Chairs in improving communications within their clubs and throughout the district by providing RI and district resources, as needed.
11. Objective**:**  Encouragecollaboration among and between clubs for meetings and participation in projects.
12. Objective: Give permissions for one member per club to post activities on the District “Member Access” calendar.
13. Objective: Use the “Members’ Access” district calendar to inform members about district and club activities and promote participation in them.
14. Objective: Coordinate initial and mid-year training opportunities for club leaders, as required.
15. Objective: Provide the clubs with new and creative ideas for club meetings using district and Rotary International (RI) resources.
16. Objective: Provide the clubs with a recommended speakers’ list using recommendations from RI, the district, and the clubs.
17. Objective: Reduce late reporting incidents to the district and RI to “zero.”
18. **Goal – Enhance District and Club Planning**
19. Objective: Conduct an annual planning meeting for the district leaders.
20. Objective: Encourage annual planning meetings for the district clubs.
21. Objective: Receive and help clubs in conducting and assessing club surveys and planning documents.

**III. Membership**

1. **Goal – Recruit New Members**
2. Objective: Increase district membership by 5 % each year reaching 2,300 active members by 2023.
3. Objective. Increase district active membership by a net of 100 Rotarians per year.
4. Objective. Promote diversity programs in accordance guidelines from RI.
5. Objective. Conduct comprehensive and informative “Fireside Chats” for prospective members.
6. Objective: Conduct a new member activity (e.g., breakfast, lunch, seminar, etc.) at each District Conference.
7. Objective: Use leads provided by RI to contact transfer and new members and provide the names and contact information to the appropriate AG and club president.
8. **Goal - Retain Current Members – Continue to Support Current Members**
9. Objective: Identify and thank current club members and leaders for their continued support and involvement.
10. Objective: Highlight successful club programs and leadership and acknowledge the members’ contributions.
11. Objective: Encourage clubs to recruit and send personnel to RLI.
12. **Goal - Maintain – Keep Current Members Involved**
13. Objective: Identify successful club programs and fund raising activities and encourage continuing involvement.
14. Objective. Acknowledge club members’ involvement in club activities and acknowledge their contributions with a district award (e.g., a certificate, a DG’s coin, etc.)
15. Objective. Encourage fellowship activities between and among clubs. Whenever possible, district leadership personnel attend club activities on behalf of the district and thank those involved.
16. **Goal - Sustain – Strengthen Programs**
17. Objective: Assist clubs in strengthening programs by “pushing” material to the leadership from the RI, the district, and other sources to enhance club program offerings.
18. Objective: Encourage club members to participate in HomeStay and International Friendship programs, to lead Vocational Training Teams (VTTs) and Group Study Exchange (GSE) programs, and to participate in PolioPlus programs.

**IV. Public Image**

1. **Goal – Create Rotary Awareness**
   * Objective: Create awareness of district and club activities and projects among Rotarians, the media, and throughout the communities by providing articles for publication and news releases to local media and news outlets.
2. **Goal – Publish a District Newsletter**
   * Objective: Publish and distribute to Rotarians, social media, and local media a monthly district newsletter that shares district and club events and activities.
3. **Goal - Align Publications with Rotary International’s Public Image**
   * Objective: Align all district publications and information releases with the public image of Rotary International and utilize RI resources to the fullest extent.
4. **Goal – Highlight District and Club Project Successes and Community Involvement**
   * Objective: Using available media resources, highlight district and club success stories and involvement in community projects and activities.

**V. Rotary Foundation**

1. **Goal – Achieve 100 % Every Rotarian Every Year (EREY) Sustaining Clubs** 
   * Objective: Encourage all clubs to become 100 % EREY Sustaining clubs by achieving a $100.00 per capita and every active (dues paying) member of the club contributing $100.00 or more to the Annual Fund during the Rotary year.
2. **Goal – Promote the Annual Giving – Share Program**
   * Objective: Encourage clubs to achieve a 100 % participation level in the Annual Giving – Share program.
3. **Goal – Contribute to Polio Plus** 
   * Objective: Encourage clubs to achieve a 100 % participation level in giving to the PolioPlus program.
4. **Goal – Increase the Number of Paul Harris Fellows, Paul Harris Society Members, Major Donors, and Bequest Society Members**
   * Objective: Increase Paul Harris Fellows, Paul Harris Society Members, Major Donors, and Bequest Society Members by 5 % per year.
5. **Goal – Promote Rotary Direct Giving**
   * Objective: Increase members’ participation in the Rotary Direct Recurring Giving program by 10 % per year.
6. **Goal – Participate in a Global or District Grant Program**
   * Objective: Encourage all clubs to participate in a District or Global Grant and attend the annual District Grant Seminar.
7. **Goal – Participate in Foundation International Programs**
   * Objective: Encourage members’ participation in Friendship Exchanges, Group Study Exchanges (GSE), and Vocational Training Teams (VTT).

**VI. Service Projects**

1. **Goal – Identify Areas for Service Projects**
2. Objective: Assist clubs and the district in identifying service projects in the following areas of service:
3. *Club Service* – the actions that a member can take within a club to help it function successfully.
4. *Vocational Service* – promotes high ethical standards in businesses and professions, recognizing the worthiness of all dignified occupations, and fostering the ideal of service in the pursuit of all vocations.
5. *Community Service* – the varied efforts that members make, sometimes in conjunction with others, to improve the quality of life of those who live within this club’s locality or municipality.
6. *International Service* – those activities that members do to advance international understanding, goodwill, and peace by fostering acquaintance with people of other countries, their cultures, customs, accomplishments, aspirations, and problems, through reading and correspondence and through cooperation in all club activities and projects designed to help people in other lands.
7. **Goal – Identify Areas of Focus for Service Projects**

* Objective: Assist clubs and the district in identifying service projects in the following areas of focus:

1. Peace and conflict prevention/resolution
2. Disease prevention and treatment
3. Water and sanitation
4. Maternal and child health
5. Basic education and literacy
6. Economic and community development
7. **Goal – Identify Appropriate Service Projects**

* Objective: Assist clubs and the district in working with local communities and agencies in identifying service projects that will be benefit the community and citizens.

1. **Goal – Identify Annual District-Level Service Project**

* Objective: Identify an annual service project that the district can accomplish in partnership with the clubs.

1. **Goal – Promote the Homestay Program**
2. Objective: Promote the Homestay program for visiting international DGEs on their way to the annual RI training program.
3. Objective. Encourage district Rotarians to host the visiting DGEs in their homes.
4. **Goal – Highlight Service Projects**
5. Objective: Encourage club participation in highlighting service projects through district and RI sources (e.g., Rotary Showcase, at the district conference).
6. Objective: Include Interact and Rotaract students whenever and wherever possible.

**VII. Youth Services**

1. **Goal – Protect and Provide Safe and Secure Environments and Programs for Our Youth**

* Objective: Encourage district leadership personnel to become certified volunteers to allow participation in the activities of the students of District 6980.

1. **Goal – Promote and Support Youth Programs**
2. Objective: Encourage participation in the Rotary Youth Leadership Awards (RYLA) program.
3. Work closely with high school faculty and Interact club members
4. Publish the RYLA information brochure by July 1 to enable club representatives to meet with school faculty before the school year begins.
5. Objective: Encourage and support the Rotary Youth Exchange (RYE) program by sponsoring out-bound students and by members hosting in-bound students.
6. Objective: Encourage the development of and sponsoring of Rotary programs in schools; EarlyAct for ages 5 to 13, Interact for ages 12 to 18, and Rotaract for ages 18 to 30 in the community and schools.
7. **Goal –Provide Training for Advisors and Rotaract and Interact Personnel**
8. Objective: Encourage clubs to promote and fund annual PETS training for Rotaract Presidents-Elect.
9. Objective: Provide DACdb training for club advisors, Rotaract and Interact presidents and selected personnel.
10. Objective: Provide district-level training for club advisors, Rotaract and Interact presidents and selected personnel.
11. **Goal – Achieve Rotaract Presidential Citation**

* Objective: Encourage Rotaract and Interact Clubs to achieve the appropriate Presidential Citation by posting goals on Rotary Central.

1. **Goal – Schedule Special Events**

* Objective: Schedule the following events:

1. World Interact Week in November
2. World Rotaract Week in March

**Review and Adoption**. This Strategic Plan will be reviewed and adopted annually by the Strategic Planning Committee. The committee will share and review the plan with club leadership personnel each year at the District Conference. The committee will review the plan and amend it as necessary.

Members of the Strategic Planning Committee shall include the following personnel:

* Immediate Past District Governor (IPDG) – serves as committee chair
* District Governor (DG)
* District Governor-elect (DGE)
* District Governor-nominee (DGN)
* District Governor-designate (DGD)
* District Secretary
* District Treasurer
* District Club Administration Committee Chair
* District Membership Committee Chair
* District Public Image Committee Chair
* District Rotary Foundation Committee Chair
* District Services Committee Chair
* District Youth Services Chair

**Point of Contact**: Immediate Past District Governor (IPDG)