



# 2010-2014 STRATEGIC PLAN

## VISION

Rotary District 6760 leadership works closely with clubs to develop a passion among all District Rotarians to accomplish the Object of Rotary

## MISSION

To support District Clubs to fulfill the Rotary Ideal of Service by Motivating, Educating and Engaging Clubs and Club Leaders

## STRATEGIC PRIORITIES

### STRENGTHEN THE DISTRICT ADMINISTRATIVE STRUCTURE TO BETTER SUPPORT CLUBS

- Conform to Rotary International Rules and procedures
- Implement and Communicate an agreed upon District Organizational Structure each year
- Build, Modify and Clarify a Sustaining Committee Structure for full Implementation
- Develop, Establish and begin Staffing the District Communications Committee
- Establish the District Leadership Development Committee
- Establish and Define a District Committee Coordinator to oversee District Committee
- Establish and Redefine the Training Committee
- Support Clubs in Membership development, Retention and Diversity

### STRENGTHEN THE TIES AMONG THE DISTRICT, OUR CLUBS AND ROTARY INTERNATIONAL

- Fully use Rotary International materials and best practices
- Establish, Develop and Communicate a training ladder for new Rotarians, Emerging Leaders of Clubs, Club Presidents, Assistant Governors and other District leaders
- Identify and use Technology to communicate information to clubs (Ex: Webinar, Go-to-Meeting, Facebook etc.)
- Ensure that District Committee Chairs are proactive in communicating with Clubs about their Programs
- Develop communication links that are redundant; reach multiple people, multiple times, through multiple media
- Develop a functioning capability for sharing the joys of Rotary on our website
- Place Signature Projects on website (Ex: Fundraisers, Service Projects etc.)
- Identify "At-Risk" Clubs and develop the programs and means to help them
- Effectively communicate Club and District successes to the District and the general public

### FOCUS AND INCREASE HUMANITARIAN SERVICE

- Establish, Encourage and Promote participation in international service projects to include Matching Grants, Group Study Exchange, Ambassadorial and Peace Scholarships
- Encourage 100% Participation in Every Rotarian Every Year Program
- Re-establish Star Club Award Program (\$100 Contribution/Capita Average)
- Establish a Foundation Training Team to offer a Foundation Program to every Club in the District each year