

Rotary District 7070

District 7070 Strategic Plan

3 year plan



Rotary D7070
7/23/2011

Contents

- 1 Introduction..... 3
- 2 District Vision..... 3
- 3 District Mission..... 3
- 4 District Strategic Objectives 3
 - 4.1 Support and Strengthen Clubs..... 3
 - 4.1.1 Support Strategies 3
 - 4.1.2 Encouragement Strategies..... 3
 - 4.1.3 Development Strategies 4
 - 4.1.4 Membership Strategies..... 4
 - 4.1.5 Communication Strategies 5
 - 4.2 Foster and Increase Humanitarian Service..... 6
 - 4.2.1 Polio and Foundation Goals..... 6
 - 4.2.2 Humanitarian Goals 7
 - 4.2.3 Awareness Goals..... 7
 - 4.2.4 Sustainable Project Goals 8
 - 4.2.5 Co operation Goals 8
 - 4.3 Enhance Public Image and Awareness..... 8
 - 4.3.1 Public Relations Goals..... 8
 - 4.3.2 Public Awareness Goals 9
 - 4.3.3 Communication Goals 9
 - 4.3.4 Partnership Goals 10
 - 4.3.5 Social Media Goals 10
- History of changes 11

1 Introduction

The purpose of this Strategic Directions and Action Plan is to provide guidance to the District 7070 organization, over the five year period between 2011 and 2014 as it provides support and guidance to support the advance of Rotary within the district's borders. This is a living document and may be modified from time to time.

2 District Vision

To support a growing number of dynamic, action oriented clubs whose contributions improve lives in communities, locally and globally.

3 District Mission

To support the member clubs in fulfilling the Object of Rotary by providing a means to perform a service to others and promotion of integrity, to advance world understanding, goodwill and peace through a fellowship of business, professional and community leaders.

4 District Strategic Objectives

4.1 Support and Strengthen Clubs

4.1.1 Support Strategies

Support clubs to be innovative, flexible and to work in all five Avenues of Service

Action	Responsible	Measurement
Encourage clubs to use and achieve the Presidential citation	DG, AG, District committees	Increase the number of clubs that obtain the Presidential Citation from the current 31/55 clubs to 37/55 clubs in 3 years.
Provide opportunities for clubs to share their successful service projects and fund raising ideas	DG, AG, District committees	Number of opportunities such as district assembly, district conference, Presidents meetings
Supporting the principal of business networking among Rotarians in our clubs	DG, AG, District Committees	Encourage the clubs to have at least one business networking event per year in their communities

4.1.2 Encouragement Strategies

Encourage strategic planning with annual updates at the club and district levels through the use of visioning exercise tools

Action	Responsible	Measurement
Conduct 4 club visioning exercises each year	Visioning Team, Assistant Governors	12 completed over 3 years

4.1.3 Development Strategies

Develop future Rotary leaders, providing the tools to clubs to attract, discover and develop prospects through New Generations; Earlyact, Interact and Rotaract

Action	Responsible	Measurement
Create one new Earlyact club each year	DG, New Generations Committee	3 new clubs in 3 years
Create one new Interact club each year	DG, New Generations Committee	3 new clubs in 3 years
Create one new Rotaract club each year	DG, New Generations Committee	3 new clubs in 3 years
Increase attendance at the Rotary Leadership Institute, the District Assembly and Youth Exchange by 5% each year over the next five years.	DG, AG, RLI, Trainers	5% increase
Strive to have 80 % of the clubs participate by sending new members and emerging leaders to the Rotary Leadership Institute and the District Assembly.	DG, AG, RLI, Trainers	80% participation 35 clubs attended in 2010

4.1.4 Membership Strategies

Improve membership recruitment and retention with an increased emphasis on diversity

Action	Responsible	Measurement
Have all Club presidents, District Officers and advisory board members bring in a new member each year	DG, Club Presidents, District Officers, Advisory Board, Membership Committee	Net membership increase equal to the number of Presidents, District Officers and Advisory Board Members. Conduct quarterly

Action	Responsible	Measurement
		checks to ensure all on track
Have a goal of a net membership increase as per RI guidelines/citation/changemaker	DG, AGs Membership Committee	Total equal to the number prescribed by RI guidelines for current year
Have at least 75% of Clubs attend the District Membership Development Seminar.	DG, AGs, Presidents, District Committee	Record attendance at seminars
Create, maintain and share alumni lists with the Rotary Clubs and work to recruit at least 5 Rotary Alumni to join Rotary each year.	Rotary Alumni Chair, DG, AGs	Check Alumni list at various times during the year to see how many alumni have joined.
Strive to increase the number of Clubs by adding 1 new club per year.	DG, AGs, Extension	1 New Club each year
Encourage mentoring of new Rotarians to increase their overall knowledge of Rotary and improve and maintain retention by encouraging mentoring of all new members	Club Presidents, Club Membership Chair, AGs, Trainer, RLI	Encourage attendance of RLI Seminar, DG to review during club visits

4.1.5 Communication Strategies

Develop better communication between, within and among clubs and district

Action	Responsible	Measurement
Have at least 85% participation of Clubs at District Conferences.	DG, AGs, District Conference Committee, Club Presidents	District Conference committee to record number of people who attend
Encourage all clubs to support sending their current President and the newest member of their Clubs to the District	Clubs, DG, AGs, Presidents	District Conference Chair to conduct survey to determine if Clubs supported president's

Conference		and new members' attendance
Have 100% of Clubs report their new officers by 31 December each year.	DG, AGs, President-Elects	Through reports submitted by December 31 st
Promote district/club events that promote the Rotary fellowship across the district and the benefits of being member of this dynamic organization. ie Trumpaids Walk, Foundation Walk, District Conference Club makeups, etc.	DG, AG, Event Chairs, District Conference Chair.	Event Chairs to report to DG the events happening; number of events being held and attended and all events should be posted on district web site
Over the next 3 years Ask 30 new individual Rotarians to participate in District-wide Committees and activities and encourage outstanding Club members to go on to be District leaders.	District Leaders, DG, Presidents, AGs	Constantly review to see if new names appear on committees
Complete and achieve 6 Global Grants per year	Foundation, DG, AGs, Clubs	Conduct quarterly review of number of Global Grants being done and CRCID

4.2 Foster and Increase Humanitarian Service

4.2.1 Polio and Foundation Goals

Eradicate polio with an emphasis on all clubs being involved in the support of this and other Rotary Foundation initiatives

Action	Responsible	Measurement
Strive to be the number 1 district in Canada for \$ to Polio.	DG, AG, District Foundation Chair, District Committees	Increase \$ giving sufficiently to remain number 1 each year
Strive to achieve 100% EREY rate for the district and be the number 1 district in Canada for \$ to the annual fund.	DG, AG, District Foundation Chair, District Committees	Increase clubs achieving 100% EREY rate each year by 20%
Strive to Achieve 5 100% Paul Harris Clubs.	DG, AG, District Foundation Chair, District Committees	Achieve one new 100% Paul Harris Club in Year 1, 2 new 100% Paul Harris Clubs in Year

		2, and 2 new 100% Paul Harris Clubs in Year 3
Every club to achieve one new Paul Harris Society member each year	DG, AG, District Foundation Chair, District Committees	Achieve 1 new Paul Harris Society member for each club each year
Identify and solicit at least 2 major donors each year for the Rotary Foundation.	DG, AG, District Foundation Chair, District Committees	District Clubs identify a minimum of 2 major donors for the Rotary Foundation each year
Strive to achieve at least 2 100% Benefactor Clubs each year.	DG, AG, District Foundation Chair, District Committees	Identify a minimum of 2 Clubs each year to be 100% Benefactor Clubs

4.2.2 Humanitarian Goals

Share and emphasize Rotary's six areas of focus for humanitarian service projects

Action	Responsible	Measurement
Have at least 75% of Clubs represented at a Rotary Foundation Seminar	DG, AG, District Foundation Chair	75% of all clubs are represented at any Rotary Foundation Seminar conducted during each year

4.2.3 Awareness Goals

Build awareness of action opportunities within the New Generations Avenue of Service

Action	Responsible	Measurement
Sponsor at least 20 outgoing and incoming students for Youth Exchange.	DG, AG, New Generations Committee, Rotary Youth Exchange Committee, Interact and Rotaract District Coordinators	New Generations Committee works with clubs to sponsor a minimum of 20 outgoing and incoming students for Youth Exchange during each year and add 1 new participating club per year

4.2.4 Sustainable Project Goals

Encourage clubs to work with the community to identify and execute relevant, sustainable projects that involve and engage Rotarians and the community

Action	Responsible	Measurement
Each club identifies and executes within their community a minimum of one relevant, sustainable project each year engaging both Rotarians and community members	DG, AG, World Community Service Chair	Each year, every club identifies and executes on a minimum of one relevant and sustainable project within their community

4.2.5 Co operation Goals

Create opportunities for clubs to work co-operatively on larger local and international projects

Action	Responsible	Measurement
Strive to involve all Clubs in the District Grant process to achieve a rate of one District Grant per club every four years	DG, AG, Grants and Visioning Chair, World Community Service Chair, District Committees	Achieve a rate of each club being involved in the process of obtaining District Grants once every four years partnering with a minimum of one other club on larger local or international projects

4.3 Enhance Public Image and Awareness

4.3.1 Public Relations Goals

Further develop and share public relations tools that are available from the District, Rotary International and individual clubs

Action	Responsible	Measurement
Encourage Clubs to publicize the good work of Rotarians at the local level	DG, AG, Public Relations Chair, All District Chair positions related to event publicized	Number of articles on websites, local papers, etc.
Strive to achieve the Rotary International public relations	DG, Public Relations Chair	Achieving the award

grant each year		
Enhance the effectiveness of the district web site by implementing the best practices.	DG, Public Relations Chair, Webmaster	Number of visits to District website and track visits

4.3.2 Public Awareness Goals

Include specific strategies to increase public awareness of Rotary and enhance Rotary's image in all club and district projects

Action	Responsible	Measurement
Look for opportunities to communicate our Clubs success to Rotary International, with the goal to have at least one article published in the Rotarian magazine every year.	DG, AG, Public Relations Chair, All District Chairs	The published article in the Rotarian about an event-programme-initiative in District 7070 of Rotary in Canada.

4.3.3 Communication Goals

Communicate key messages to all clubs including the unique role of Vocational Service, the New Generations initiatives, core values and ethical standards of Rotary

Action	Responsible	Measurement
Create opportunities for leadership of EarlyAct, Interact, RYLA, Rotaract members which may transfer to Rotary Clubs in the future	DG, AG, District Trainer and committee- Clubs who sponsor these New Generation Clubs.	Continuation of successful conference Liaison with schools, interact & Rotaract conferences, Boards of Ed. Presentations at Clubs or District events.
Joint efforts of Rotary Clubs and New Generation Clubs	DG, AG, Chair members of New Generations Club Presidents and Club members	Joint meetings Joint fundraising Joint local and international projects
Communicate messages about vocations that are represented in Clubs and beyond.	DG, AG, Club Presidents, Vocational	Speakers at Club meetings (members and community) Members speaking to Interact and

Vocational Service	chairs	Rotaract meetings Speakers at District leadership events Speakers from District Clubs at multi-club meetings ie. Rotary @ Work, RADAR, Microfinance-topics discussed at club and district meetings. Rotary Career Day for High Schools and Colleges
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4.3.4 Partnership Goals

Expand strategic partnerships and co-operative relationships to promote Rotary

Action	Responsible	Measurement
Urge Clubs to raise other peoples' money by getting donations from their communities.	DG, AG, District Foundation Committee Chair, Fdn Outreach Co-ordinator	\$ from non-Rotarians. # of cases # of repeat sponsors
Find opportunities for Clubs to partner with other corporate sponsors and district committees	DG, AG, District Foundation Committee Chair, Fdn Outreach Co-ordinator	# of cases \$ raised this way
Strive to expand community service opportunities with other agencies.	DG, AG, District Foundation Committee Chair, Fdn Outreach Co-ordinator, District Community Service Chair	# of opportunities/projects carried out
Publicize success stories in District publications and other media outlets.	DG, AG, District Foundation Committee Chair, Fdn Outreach Co-ordinator, District Publicity Chair	# of stories/articles published in various media outlets, eg. Local paper, magazines, radio, TV, web

4.3.5 Social Media Goals

Promote the increased use of non-traditional avenues (e.g. new technology, social media) to promote Rotary

Action	Responsible	Measurement
At the district level encourage the use of social media avenues such as Facebook, Twitter and LinkedIn etc.	DG, AG, Public Relations Chair	# of Facebook, Linkendin & Twitter followers. Content being generated on the various social media avenue

History of changes

V0.4 Changes
<p>2. District Vision:</p> <ul style="list-style-type: none"> - eliminate the "s" on the word improves - should be singular <p>4.1.3 Development Strategies</p> <ul style="list-style-type: none"> - Action item #4 - Youth Exchange should be added in Action column - A suggestion was made that other groups or youth organizations supported by Rotary clubs should also be included. - re: "Increase attendance at the RLI"...etc - in measurement column it was suggested a base line objective needed as a measure. - Action item #5 ..."Strive to have 80% of the clubs"...etc - should note the prior year's club attendance in measurement column - ie 35 clubs attended in 2010. <p>4.1.4 Membership Strategies:</p> <ul style="list-style-type: none"> - In Action add ".....improve and maintain retention by encouraging mentoring of all new members" <p>4.1.5 Communication Strategies:</p> <ul style="list-style-type: none"> - In Action re: "promote district / club events....add ..."all events should be posted on district web site." - CRCID should be included in the action section..after Action item on District Grants . <p>4.2.1 Polio Goals</p> <ul style="list-style-type: none"> - Action item 3...consider rewording or setting out a clearer definition of what 100% means to this item. - Action item 4...reword to say "Every club to achieve one new Paul Harris Society member each year." - Action item 5...reword to say "Identify and solicit at least 2 major donorsetc"

4.2.3 Awareness Goals

- In action column add "...and add 1 new participating club per year"

4.3.1 Public Relations Goals

- Action item 3...in measurement column add "....and track visits"

4.3.2 Public Awareness Goals

- Introductory sentence, after word awareness - add .."of Rotary and its work and enhance Rotary's...etc.

4.3.3 Communications Goals

- Action item 1 - Should include RYLA, and in measurement column add Interact and Rotaract Conferences.

4.3.4 Partnership Goals

- Action item 2 - add..."and district committees".... also consider also adding CRCID, Sweat Equity, Global Grans as part of partnerships.

V0.5 Changes

4.1.1 Support Strategies

- Added new priorities, Action – Supporting the principal of business networking among Rotarians in our clubs. Responsible – DG, AG, District Committees. Measurement – Encourage the clubs to have at least one business networking event per year in their communities