

Strategic Plan 2017-2020

Purpose

To empower and develop Clubs, connecting them to each other and the world of Rotary.

Vision 2020

Strong clubs of inspired, effective leaders committed to growth through collaboration, innovation and diversity.

Goals

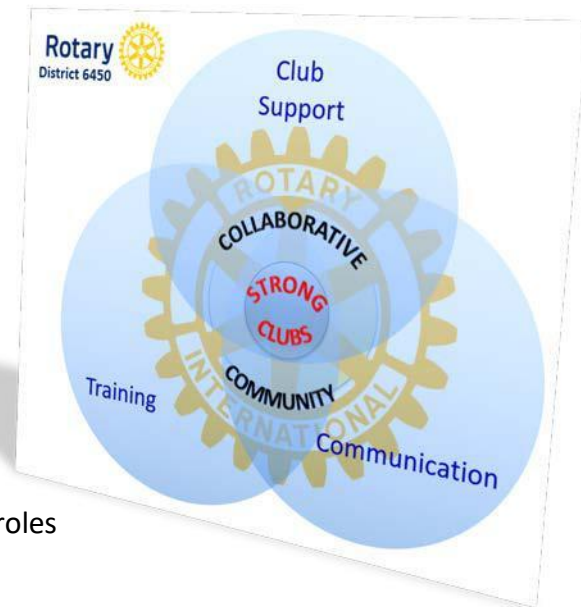
CLUB SUPPORT: To promote collaborative community among clubs, within the District, and with the greater world of Rotary.

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.

Strategies

- Ensure continuity each year among district leadership.
- Ensure activities, programs, policies and procedures both promote and adhere to the 4 Way Test and Core Values of Rotary: Service, Fellowship, Diversity, Integrity and Leadership.
- Actively seek and leverage the time, talent and treasure of District Rotarians.
- Align District infrastructure to be relevant to meeting the diverse needs of the Clubs.
- 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. Actively seek Rotary activities 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.
- Ensure President Elect's and/or President Nominee's are empowered to promote District and RI events and opportunities.
- Build pride in "The Birthplace of Rotary" and partner with Rotary Global History Fellowship, other Districts and RI to embrace that heritage.



Build/Strengthen Clubs – 2017-2020

Rotary International District 6450 Inc.

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OBJECTIVES 2017-2018



CLUB SUPPORT

STRESS
IMPORTANCE OF
STRATEGIC
PLANNING & Give
Assistance

Promote Core
Values of Rotary

YOUNG
PROFESSIONALS
GROUP
and Business
Networking Club
Collaborations



TRAINING

RESPONDING TO
CHANGE:
Educate and Guide Clubs
on Changes in Rotary
and How We Need to
Change Locally to Grow

Train "My Rotary" &
Club Central; Learn
Importance of Data
Management

SUPPORT THE ROTARY
FOUNDATION Develop
models for Club
Fundraisers



COMMUNICATION

TELL OUR COMPELLING
STORY

Implement the Rotary
theme, RI BRANDING
STRATEGIES

NEW MEMBER
DEVELOPMENT GRANTS

SUPPORT THE ROTARY
FOUNDATION Target
growth by \$1 per
member per month.
Increase support for Polio
Plus by each Rotarian
giving \$25.
100% of Rotarians "Every
Rotarian Every Year"

GROW MEMBERSHIP - SUPPORT STRATEGIES FOR CLUB GROWTH