

**District 7750 Strategic Plan
2016-17**

Mission

To support the mission of Rotary International and provide direction, motivation and training to club leadership to build strong, successful, fully functional clubs

Vision

We support the mission and vision of Rotary International to be universally recognized for commitment to “Service Above Self” and to advance world understanding, goodwill and peace by supporting and strengthening 53 fully functional clubs.

Developed by the District Strategic Planning Committee for 2016-17

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District 7750 Strategic Plan 2016-17

Rotary International Strategic Plan

Rotary International Mission and Core Values

Our mission: We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Our core values: Our values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

1. **Fellowship and global understanding: We build lifelong relationships.**
2. **Integrity: We honor our commitments and uphold ethical standards.**
3. **Diversity: Our diversity enables us to connect different perspectives and approach problems from many angles.**
4. **Vocational expertise, service, and leadership: We apply our vocational expertise, service, and leadership to tackle some of the world's greatest challenges.**



District 7750 Strategic Plan 2016-17

D-7750 Objectives

Support and strengthen clubs to excel in all four attributes shared by successful Rotary clubs:

1. Sustain or increase their membership base -- Strategies:

- Foster club innovation and flexibility
- Promote membership diversity
- Improve member recruitment and retention for sustained, moderate growth of all clubs
- Start new, dynamic, innovative clubs
- Encourage strategic planning at club and district levels
- Unify image and brand awareness

2. Create and execute successful projects that address the needs of their communities and communities in other countries-- Strategies:

- Eradicate polio
- Encourage clubs to participate in a variety of service activities
- Increase sustainable service focused on programs and activities that support youth, young leaders
- Increase collaboration & partnership with other organizations
- Create significant projects both locally and internationally
- Publicize action-oriented service
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

District 7750 Strategic Plan 2016-17

D-7750 Objectives (continued)

3. Support the Rotary Foundation through both program participation and financial contributions -- Strategies:

- Meet or exceed District Per Capita Annual Fund contributions
- Meet or exceed District Per Capita PolioPlus contributions
- Steadily increase contributions year-to-year
- Promote estate bequests -- Bequest Society and Benefactors
- Encourage members to participate in D-7750 International Service trips

4. Develop future club leaders capable of serving in Rotary beyond the club --

Encourage clubs to adopt effective leadership development strategies and policies:

- Develop a Club Sustainability plan with at least one identified successor for each key position
- Use Board positions as a means of expanding future leaders' awareness of the club and its operations
- Train and develop leaders through participation in District Events, Leadership Development training offerings and RLI
- Provide funding for leadership development activities and events

District 7750 Strategic Plan 2016-17

Objective 1: Sustain or increase their membership base

Strategy	Action Items	Who	When	Success Defined
Foster Club innovation and flexibility	Share innovative ideas during official club visits, Pre-PETS, PETS, All-Club Conference club booths in the Club Showcase, and RLI sessions. Promote with DG Award.	DG, DGE, AGs, club representatives	Continuous	Every clubs will develop initiatives which result in membership growth, involvement of all club members in service projects, and financial support of The Rotary Foundation.
Promote membership diversity	Encourage clubs to conduct a member classification review annually and target under-represented classifications, ethnic minorities, and genders as part of their intentional membership strategies.	District membership chair, DG, DGE, district trainer, AG's	During on-demand membership training	All clubs increase diversity by adding new members with under-represented classifications, ethnic minorities, and genders annually.
Improve member recruitment and retention	Share ideas for promoting membership recruitment and retention during special membership meetings, RLI sessions, Pre-PETS, and PETS. Review intentional strategy plan with each club during the official visits. Identify on-demand membership training and conduct online membership promotion meetings; emphasize during Pre-PETS and PETS training.	District Membership Chair, DG, DGE, District Trainer, AG's	As part of the club's intentional membership strategy and on-demand membership training by area(s)	Increase district membership by 1% annually

District 7750 Strategic Plan 2016-17

Strategy	Action Items	Who	When	Success Defined
Start new, dynamic clubs	Encourage clubs to identify potential locations for new Rotary or Rotaract clubs Meet with club leaders to explore starting new clubs and identify potential charter members.	District Membership Extension Chair	Continuous	Charter 1 new Rotary (or satellite) club or Rotaract club at least every 3 years.
Encourage & support strategic planning at the club level	Encourage clubs to develop or update a 5 year strategic plan on an annual basis. Include club strategic planning in DG Award criteria and review during official club visit with the club board. Build a resource base to assist club in developing a club strategic plan. Appoint a district strategic planning facilitator.	DG, DGE, AGs, District Strategic Planning Facilitator	Official club visits	At least 50% of clubs should develop a 5 year strategic plan aligned with the goals and objectives of the RI and district strategic plan.

Objective 2: Create and execute successful projects that address the needs of their communities and communities in other countries

Strategy	Action Items	Who	When	Success Defined
Encourage clubs to participate in a variety of service activities	Share innovative ideas for service projects during official club visits, pre-PETS, PETS, All-Club Conference Showcase Booth, and RLI sessions. Highlight outstanding club service projects during All-Club Conference and promote with DG Award.	DG, DGE, club representatives	Continuous	All clubs implement successful projects that address the needs of their communities and communities in other countries. Projects are entered in Rotary Club Central by April.

District 7750 Strategic Plan 2016-17

Strategy	Action Items	Who	When	Success Defined
<p>Increase sustainable service focused program and activities that support youth and young leaders</p>	<p>Educate club leaders about the value of sustainable, service focused programs and activities that support youth and young leaders.</p> <p>1) Share examples of sustainable service projects that focus on supporting youth/young leaders, 3) highlight outstanding service projects and activities during the All-club conference, 4) Encourage clubs to support RYLA and Youth Exchange by sponsoring students.</p>	<p>DRFC, District Grants Chair, Global Grants Chair, DG, DGE, District Community Service Chair, Youth Exchange Chair, RYLA Chair</p>	<p>Foundation Event training, All-Club Conference</p>	<p>All clubs should support at least one RYLA student and support the Youth Exchange program.</p>
<p>Increase collaboration with other organizations</p>	<p>Promote collaboration with non-Rotarian organizations in local service projects and with district/global grants. Highlight projects which include a non-Rotarian collaborative relationship during the Foundation event and All-Club Conference</p>	<p>DRFC, District Grants Chair, Global Grants Chair, DG, DGE</p>	<p>Continuous</p>	<p>All clubs have at least one project annually involving active collaboration with a non-Rotary organization with Rotarian hands-on participation and Rotary branding.</p>

District 7750 Strategic Plan 2016-17

Strategy	Action Items	Who	When	Success Defined
Create significant projects both locally and internationally	Educate club leaders about the value of sustainable, service focused programs and activities 1) Educate club members on the district and global grant process, 2) highlight outstanding sustainable, service focused programs and activities during the All-Club Conference,	DRFC, District Grants Chair, Global Grants Chair, DG, DGE, District Community Service Chair	Foundation Event training, All-Club Conference, official club visits, on-demand training	All clubs contribute at least \$175 per capita to the Rotary Foundation and at least 50% of the clubs participate in a district or global grant project.
Publicize action-oriented service	Educate club Public Relations leaders on best practices for promoting club service projects in local/regional media Club Public Relation Chair education on optimal promotion of club service projects	District Public Image Chair, DG, DGE, district trainer	Mid-Year Assembly, All-Club Conference, online and on-demand training	All clubs submit at least one article or news release about a club service project annually to their local newspaper, the district newsletter, the Rotarian magazine, or other publications.
Emphasize vocational service	1) Emphasize the value of the Four Way Test and promotion during club meetings, 2) Encourage sharing of member profiles during club meetings 3) Encourage vocational service projects (e.g. shadowing, mentoring program)	District Vocational Service Chair, DG, DGE, DGN, all district leaders	Continuous	All clubs recite the Four Way Test during each meeting and periodically share member profiles.

District 7750 Strategic Plan 2016-17

Strategy	Action Items	Who	When	Success Defined
Encourage clubs to promote their networking opportunities and signature activities	<p>Educate club Public Relations leaders on best practices for promoting their networking opportunities and signature club service projects in local/regional media</p> <p>Promote club service projects during Mid-Year Assembly, All-Club Conference, and online training sessions.</p> <p>Encourage clubs to participate in networking events in their communities.</p>	DG, DGE, DGN, District Public Image Chair	Mid-Year Assembly, All-Club Conference, online and on-demand training	<p>All club should support networking events in their communities.</p> <p>Enter club service projects in the online Rotary Showcase. Include a link to Rotary Showcase on the club website or social media site.</p>

3. Support the Rotary Foundation through both program participation and financial contributions -- Strategies:

Strategy	Action Items	Who	When	Success Defined
Eradicate polio	<p>1) Update progress on polio eradication during official club visits and district events, 2) Promote \$50 per capita giving to PolioPlus with DG Award</p> <p>3) Track PolioPlus contributions with the composite Monthly Membership and Foundation Summary (Rainbow Report)</p>	PolioPlus Chair, DG, DGE, DRFC	Official club visits, Foundation Event, Mid-Year Assembly, All-Club Conference	Clubs contribute at least \$50 per capita for support of PolioPlus until polio eradicated.

District 7750 Strategic Plan 2016-17

Strategy	Action Items	Who	When	Success Defined
<p>Promote membership in the Paul Harris Society, recognition as a 100% Every Rotarian, Every Year/ Sustaining Club, and recognition as a 100% Foundation Giving Club.</p>	<p>Encourage clubs to enroll members in the Paul Harris Society and become Sustaining Members as well as achieve 100% Foundation Giving Club status.</p> <p>Emphasize PHS enrollment, 100% Every Rotarian, Every Year/Sustaining Club status, and 100% Foundation Giving Club clubs in the DG Award criteria and for individual Rotarian and club recognition at the Foundation Event and All-Club Conference.</p>	<p>DG, DGE, DGN, DRFC, PHS Chair</p>	<p>Continuous</p> <p>Promote during official club visits, the Foundation Event, and the All-Club Conference</p>	<p>50% of clubs meet or exceed District Per Capita Annual Fund Contribution Goal of \$175 per capita</p> <p>All clubs steadily increase their contributions to The Rotary Foundation by at least 5% annually.</p>
<p>Promote Benefactor and Bequest Society membership</p>	<p>Encourage clubs to enroll members in the Bequest Society (and/or increase donation level) and become Benefactors.</p> <p>Emphasize Bequest Society enrollment and Benefactor status in the DG Award criteria and for individual Rotarian and club recognition.</p>	<p>DG, DGE, DGN, DGND, DRFC</p>	<p>Continuous</p> <p>Emphasize during official club visits, Foundation Event, and the All-Club Conference</p>	<p>All clubs add at least one new Benefactor annually with a stretch goal of having 10% of members as Benefactors.</p> <p>Increase the number of Bequest Society members in the district by 5% annually (e.g. 91 Bequest Society members in 2016-17, increase by 4-5 new members in 2017-18 year and beyond)</p>

District 7750 Strategic Plan 2016-17

Encourage members to participate in D-7750 international service trips	Encourage clubs members and district leaders to participate in an annual international service trip and/or National Immunization Day (NID) trip Promote using criteria for the DG Award.	DG, DGE, DGN, DRFC, Global Grants Chair	Continuous Promote in the district newsletter, President’s Checklist, official club visits, Pre-PETS, Mid-Year Assembly, and the All-Club Conference.	Conduct at least one district-wide international service trip and/or NID trip annually.
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4. *Develop future club leaders capable of serving in Rotary beyond the club* -- Strategies:

Strategy	Action Items	Who	When	Success Defined
Develop leaders	Maintain database of club presidents, AG's, and promising leaders Encourage clubs to send all current and future leaders to RLI sessions; encourage club President Nominees (PN) to attend PETS and Pre-PETS. Clubs should pay for PETS, Pre-PETS, and RLI sessions.	DG, DGE, DGN, District Trainer, District Sustainability Chair Current and future club and district leaders, district RLI Chair	Continuous Conduct leadership training during Pre-PETS, AG training, Mid-Year Assembly and/or All-Club Conference. Develop on-demand training modules. Scheduled RLI sessions	The district and clubs has all elected officers for all positions in place for the next two years by December 31st. 50% of leaders complete RLI training and all leaders complete required district and zone training for their positions prior to serving on July 1st.

District 7750 Strategic Plan 2016-17

Strategy	Action Items	Who	When	Success Defined
Develop a Club Sustainability Plan with at least one identified successor for each key club position.	<p>Encourage clubs presidents to enlist a successor for each key club position for at least the next two years and ideally for the next three years.</p> <p>Encourage all future club leaders to attend training for their position.</p>	AGs, DG, DGE, DGN, District Trainer	<p>Continuous</p> <p>Training at the Mid-Year Assembly, Pre-PETS, PETS, RLI, and on-demand training resources</p>	All clubs have all elected officers for all positions in place for at least the following two years and ideally the next three years by December 31 st annually.
Utilize Board positions as a means of expanding future leaders' awareness of the club and its operations.	<p>Encourage clubs to nominate future club leaders for board positions and engage them in club projects and activities.</p> <p>Encourage clubs to establish intentional processes for board terms and establish term limits.</p>	DG, DGE, DGN, AG's	Continuous	All future club leaders should serve on the club's Board of Directors prior to serving in a key club leadership position.
Clubs provide funding for leadership development activities and events.	<p>Encourage clubs to designate a budget line item in their annual budget to cover leadership development activities and events during Pre-PETS, PETS, Mid-Year Assembly, RLI, and the All-Club Conference.</p> <p>Maintain "Club Budget Guidelines" annual spreadsheet of costs of leadership development events.</p>	DG, DGE, DGN, AG, Club Treasurer	Spring budget development for next Rotary year	All clubs should have a designated budget line item for leadership development activities and events.