

District 7690 Strategic Plan 2008 – 2013

Revision 3: 7/31/08

Vision

We are a vibrant and growing district of active and retired business professionals engaged in making a difference in the community and the world through a commitment to service above self.

To add: A sense of Exclusivity...

Also, in talking points, we must stress: WHY is our vision important?

What are the business consequences of not doing this?

Mission

Recruit, induct, engage and retain a diverse group of new members from the available market of active and retired business professionals in District 7690 to embrace the Four Objects of Rotary: Acquaintance, Ethics, Peace and Service.

Goals

- Increase number of qualified Rotarians in District 7690 by: __150__ by March 31, 2009; 300 by 2010; 450 by 2011; 600 by 2012; 750 by 2013
- Capture an additional .2% of unaffiliated market per year. (Each percent of market = approximately 1664 professionals) by March 31, 2009/10/11/12/13
- Increase diversity of district membership by adding: _25_ women; __15_ people of color; __30__ under 40 by March 31, 2009/10/11/12/13
- Increase district membership retention to: __85%??_ by March 31, 2009, 10/11/12/13

Strategies

1. Seed and retain 2 new clubs targeted at underserved markets

Underserved industries; Underserved communities (retirement, hospital, etc.);
Underserved segments (Happy hour club - young professionals, future fund members, Catholic church group at Natty Greens, etc.)

- Evaluate industries, segments and geographical areas for potential. (potential for NW GSO) DG Team
- Identify key Rotarians to seed the clubs and begin the club formation process (complete) DG Team
- Design and implement a club leadership mentoring program to ensure strong start up and ongoing for new club DG Team

2. Grow and retain diverse membership in existing clubs

- Provide Membership training workshop for club membership chairs to help them fine tune plan (scheduled Sept 11, 24) (DMC)
- Visit clubs for program on membership development (ongoing) (DMC)
- Help clubs leverage ideas from club membership plan template to grow membership and retention in their club (DMC)
- Follow up on all leads generated for Rotary interest (ongoing) (DMC)
- Encourage cross club visits to expand club view and potential (DG team)
- Market/PR to business communities (PR Chair)
- Pursue alumni of The Rotary Foundation programs (TRF Chair)
- Pursue inexpensive, good visibility sponsorship opportunities in community (PR Chair)
- Contribute a monthly article in district newsletter recognizing club activities that are working (Abby/Charles/Identified clubs)

3. Support struggling clubs to good health

- Assign Rotary district mentor to struggling clubs to work with club president/membership chair (DG, DGE, DGN, AG, Membership Chair)
- Evaluate root cause of challenges struggling clubs are experiencing and develop targeted plan to fix them (Mentor + DG, DGE, DGN, AG, club president)
- Put systems and infrastructure in place to support club (DG, DGE, DGN, AG, Mentor + club president)