



# Rotary District 7690 Strategic Plan

## Rotary Years 2012 - 2015



### *FLIP for Rotary 7690*

<b>Vision:</b> Rotary District 7690 is a model district in the Rotary world; with a diverse membership of inspired members, actively translating their passions into relevant social caused that are transforming lives in their communities and around the world.		<b>Mission:</b> Promote, assist with, and celebrate the achievements of the individual Rotary Clubs in District 7690 in a manner consistent with the vision and values of Rotary International and the Rotary Foundation.	
<b>Strategic Plan Steering Committee:</b>	<b>Strategic Planning Facilitator:</b>	<b>Email updates to:</b>	<b>Draft Date:</b>
PDG Mike Conrad, DGN Cookie Billings, DGE Rick Snider, Abby Donnelly, Patrick Eakes	Abby Donnelly	rsnider18@gmail.com	January 8, 2012

Goals (What)	Strategies (How)	Action Steps (Who)	Target Date (When)
<p>1. Form 4 new Young Professionals clubs</p> <p><b>F = FORM</b></p>	<p><b>1A.</b> Use alternative Pilot Club options and support with training opportunities, alternative meeting structure and dues.</p>	<p><b>1A1.</b> Incorporate Rotaract/Interact/Early Act programs to create a pipeline for new/future Rotarians and engage parents/administrators in the ideals of Rotary.</p> <p><b>1A2.</b> Create a database to track participation.</p> <p><b>1A3.</b> Develop area-wide “social gatherings” to introduce Rotary to Young Professionals.</p> <p><b>1A4.</b> Engage local leadership programs (ex. Leadership Greensboro, Leadership Davidson County, etc.) to introduce Rotary to Young Professionals.</p> <p><b>1A5.</b> Develop Young Professionals Forum(s) of existing Rotarians to act as an advisory group to determine how to engage young professionals (i.e. determine what it is that young professionals want in their service organization).</p>	<p>4a</p>

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<p><b>2 Develop Rotary Leaders.</b></p> <p><b>(Abby Donnelly, AG)</b></p> <p><b>L= LEADERSHIP</b></p>	<p><b>2A</b> Create a continuity and succession plan for Assistant Governors.</p> <p><b>2B</b> Develop and present an annual Leadership training seminar.</p> <p><b>2C</b> Establish a Council of Governors (COG) for mentoring potential District leaders.</p> <p><b>2D</b> Encourage District Rotarians to attend RLI.</p> <p><b>2E</b> Create a template for a Strategic Planning process for clubs</p> <p><b>2F</b> Develop and present public speaking seminars</p>	<p><b>2A1.</b></p> <p><b>2B1.</b> Define leadership development objectives, audience, and logistics. (SP Committee)</p> <p><b>2B2.</b> Run seminar (Abby Donnelly, Sandler Training)</p>	<p><b>2a</b></p>
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<p><b>3</b> Expand the visibility and impact of club service projects.</p> <p><b>I= IMPACT</b></p>	<p><b>3A.</b> Increase branding and publicity for District 7690.</p> <p><b>3B.</b> Leverage innovative project ideas to improve our world.</p>	<p><b>3A1</b> Provide quarterly “Service Focus” club success stories on District website. (TBD)</p> <p><b>3A2</b> Create a video showing examples of successful district grant projects and how the project positively impacted the community.(TBD)</p> <p><b>3A3</b> Create press release template and encourage clubs to use it at least quarterly. (TBD)</p> <p><b>3A4</b> Leverage marketing oriented Rotarians to promote Rotary through multiple branding channels (Jennifer Jones Pres Rep as resource) (TBD)</p> <p><b>3B1</b> Develop a district wide “Do Rotary” service week.</p>	<p><b>1a</b></p>
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<p><b>4</b> Institute a culture of Best Practices at club level.</p> <p><b>P = PRACTICES</b></p>	<p><b>4A.</b> Implement a coordinated, vigorous communications program to share goals, strategies, proven best practices, and program concepts with club leaders.</p> <p>Venues to include: District website, PETs, District Assembly, Club management seminars.</p>	<p><b>4A1</b> Create an easily accessible document of proven club practices in the following areas: club administration, recruitment and retention, club member involvement and District and Global grant participation. Resource: Past and present District Governors, Assistant Governors, and Presidents.</p> <p><b>4A2</b> Encourage club president-elects to attend at least one outside club board meeting, club meeting and club assembly to gain insights and ideas for preparing club plans by March 31 of their presidential year.</p> <p><b>4A3.</b> Empower Assistant Governors to facilitate opportunities for clubs to:</p> <ul style="list-style-type: none"> <li>a. Share successful best practices</li> <li>b. Collaborate in community projects and grant opportunities</li> <li>c. Evaluate the success of each club's progress in adopting selected proven practices.</li> </ul> <p><b>4A4.</b> Pay tribute to clubs that excel in implementing proven best practices resulting in</p> <p>100% clubs recognized for implementing best practices.</p> <p>Grow membership by 10 %</p> <p>Increased involvement in club activities (<i>president's assessment: Y/N</i>)</p> <p>Increase participation in grants by 10% meeting outcome measures in column 1.</p>	<p><b>3a</b></p>
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