

District 7545 2022-2025 Strategic Plan

Rotary International Mission Statement

*“We provide **service** to others, promote **integrity**, and advance **world** understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.”*

Rotary International Vision Statement

“Together we see a world where people unite and take action to create lasting change across the globe, in our communities and in ourselves.”

Rotary International Strategic Priorities

- Increase our impact
- Expand our reach
- Enhance participant engagement
- Increase our ability to adapt

Rotary Core Values

Fellowship, Diversity, Integrity and Leadership

District 7545 Vision Statement

“To provide a fulfilling membership experience while delivering impactful service in our communities, state and the world.”

PLAN OVERVIEW

PRIORITIES

1. Improve support and strengthen relationships between clubs and the district
2. Grow our membership
3. Expand the understanding of Rotary within our district
4. Enhance our communications, both internally and externally
5. Enhance our support and utilization of The Rotary Foundation

Objectives

As a district we will expand opportunities for club interaction, enhance our support to our clubs and create mechanisms for early identification and support of clubs in need of assistance.

We will provide resources to strengthen our clubs, assist them in growing their membership and aggressively pursue the innovative club authorities provided us by Rotary International.

We will assist our clubs in providing effective new member orientation, leverage the learning opportunities available to existing Rotarians and recognize those that participate in such opportunities.

We will coordinate our communications across all utilized platforms and provide greater information access to events/ opportunities throughout the district as well as resources that can assist clubs in supporting their members.

We will expand our efforts to communicate the value of supporting our Foundation, increase our utilization of available funds by our clubs and reenergize district-wide engagement in Foundation funded-related events.

STRATEGIES

PRIORITIES

1. Improve support and strengthen relationships between clubs and the district

Strategies

- Establish a set of district goals centered on a structured set of metrics that are reviewed at least quarterly with AGs and the District Leadership Team to gauge progress toward achievement
- Publish a list of fundraising events conducted within the district with contact information from which to obtain help in conducting such events.
- Provide a list of service project ideas and Incentivize clubs to report service project accomplishment in Rotary Club Central
- Encourage inter-regional interactions between clubs.

2. Grow our membership

- Create a club Planning Assistance Team that can be contacted for assistance by struggling clubs.
- Create a tool kit of sources of information and strategies to address weaknesses in club performance.
- Start new clubs, satellites and/or companion clubs.

3. Expand the understanding of Rotary, both internally and externally

- Create an RLI Ambassadors Team to serve as a speakers bureau in providing an RLI program to clubs
 - Create an RLI presentation which can be used by RLI Ambassadors or given independently by RLI participants within our clubs.
 - Enhance the recognition of RLI graduates by creating a recognition pin to be presented during club meetings.
 - Create a training tab on the district web page that includes links to training opportunities available to district Rotarians as well as information on RLI and the Rotary Learning Center.
 - Create a new member orientation tool kit to assist clubs introducing new members to Rotary.
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PRIORITIES

4. Enhance our communications, both internally and externally

Strategies

- Develop a system to link Facebook and Web page postings to ensure consistency.
- Create and maintain a comprehensive district events calendar for club and district events to both inform and encourage cross-club and inter-district engagement.
- Conduct quarterly regional information/advisory sessions to keep clubs informed on district progress, events and opportunities.
- Develop public information spots for radio broadcast and templates for press releases that can be provided to clubs to assist in publicizing their service projects and events.
- Publish an annual summary of service projects within the district to distribute to media outlets and key West Virginia public officials.

5. Enhance our support and utilization of The Rotary Foundation

- Create a “Rotary Foundation Tool Box” for district Rotary Clubs which promotes giving to The Rotary Foundation.
- Create a “multi-club” fundraising competition to benefit the Rotary Foundation.
- Establish a reverse global grant to benefit West Virginians in need.
- Establish a PolioPlus Society campaign within the district