

Rotary District 6840



DISTRICT 6840 Long Range Plan

2017-2018

The mission of District 6840 of Rotary International is to provide leadership and inspiration in support of the efforts of its Rotary Clubs to carry out the goals of Rotary International and to further the missions of Rotary International and The Rotary Foundation.

To accomplish this mission the District sets forth the following steps in the form of a long-range plan that was first implemented on July 1, 2016. This is not meant to be a comprehensive plan, rather a set of initiatives that, coupled with other district activities, will help us improve the district's capacity to fulfill its mission.

Goal 1. Membership. Increase the strength and vitality of each clubs' membership. Have each club member registered in MyRotary. Set at least 10 club goals in Rotary Central. Achieve a net gain in female membership – at least one for clubs under 50 in membership and at least two for larger clubs. Achieve a net gain in members under 40 – at least one for clubs under 50 in membership and at least two for larger clubs. Overall, at least a net gain of one for smaller clubs and two for larger ones.

Objective 1.1 Implement a dynamic district-wide membership plan

Strategy 1.1.1 The plan was created by the Deputy Governor for Membership.

Tactic 1.1.1.1 The Deputy Governor for Membership will implement the membership plan by July 1, 2017.

It will have key objectives, deadlines, and responsible parties, and fiscal implications, if any.

The plan will include:

1. techniques to attract members between the ages of 30 and 40 with goals that will be reached by June 30, 2018.
2. long-range goals and tactics beyond June 30, 2018 including creating and tapping into conduit organizations like RYLA, Interact, Rotaract, Youth Exchange, GSE/VTT and other non-Rotary leadership groups.

3. tactics involving the entire club membership.
4. suggestion of service projects that target younger demographics or are available for Rotary families in which to take part.
5. development of a club template that can be adapted by each club.
6. flexible options for club meetings, e.g. via digital communication, meetings times and locations.
7. encouragement to sponsor new clubs where it has been determined that there is a need for a new club using local Chambers and business clubs as additional resources
8. the extended use of Assistant Governors to talk with club presidents about the potential of forming new clubs.

Objective 1.2. Give clubs proven short-term tools to increase membership, member engagement, and ensure presidential succession.

Strategy 1.2.1 Research best membership development, engagement, and presidential succession practices.

Tactic 1.2.1.1 Deputy Governor for Membership will have spoken to R.I. personnel about latest research on finding new members, retaining current members, engaging all members in club activities, and ensuring presidential succession by July 1, 2017.

Strategy 1.2.2 Determine the best three techniques the district clubs can use and disseminate to club membership chairs.

Tactic 1.2.2.1 Deputy Governor for Membership will prepare and distribute a list of such techniques by July 1, 2017 [See Tactic 4.1.1.1].

Strategy 1.2.3 Follow-up on utilization of techniques.

Tactic 1.2.3.1 Assistant Governors will make quarterly follow-up with the clubs and report to the Deputy Governor for Membership on the progress.

Goal 2. The Rotary Foundation. Goal of giving to the Annual Fund of The Rotary Foundation is \$120/member. Goal of giving to the PolioPlus Fund of The Rotary Foundation is \$33/member.

Objective 2.1 Change the district culture so that giving is second nature.

Strategy 2.1.1 Increase public relations on Foundation projects by tying into an emotional need fulfilled. Show that we are making a difference.

Tactic 2.1.1.1 Chair, District Designated Funds will collect data and stories

from previous year's District and Global grants that will be given to the Deputy Governor for Public Relations quarterly.

Tactic 2.1.1.2 Deputy Governor for Public Relations sends out gripping e-mails monthly on use of Rotary Foundation funds locally and internationally.

Tactic 2.1.1.3 Club Public Relations Chairs or Club Foundation Chairs report on this use [See 2.1.1.2] monthly at club meeting.

Tactic 2.1.1.4 Assistant Governors will follow-up with Presidents quarterly to ensure this is being done.

Tactic 2.1.1.5 At quarterly visits to clubs, Assistant Governors will report on a key Foundation program that is changing lives.

Strategy 2.1.2 Club Presidents become Foundation giving advocates

Tactic 2.1.2.1 Presidents demonstrate their support by mentioning their giving to the clubs at least quarterly. The presidents need not give quarterly but will mention quarterly that they give.

Tactic 2.1.2.2 Club President (and/or Club Foundation Chair) will promote monthly/quarterly contributions as a way to ease any financial burden of giving.

Tactic 2.1.2.3 Assistant Governors will follow-up with presidents quarterly to ensure this is being done.

Strategy 2.1.3 Increase Foundation presence as club program topic

Tactic 2.1.3.1 The District Club Service Chair and/or the Deputy Governor for The Rotary Foundation will collect information on good Foundation speakers and forward to the District Website Chair to be used to create a speaker database by July 1, 2017.

Tactic 2.1.3.2 District Club Service Chair will send out notification of the database by November 1 to all club program chairs.

Tactic 2.1.3.3 Assistant Governors will follow-up quarterly with club presidents to ensure of the presence of foundation programs at each club.

Objective 2.2 Provide clubs with strategies to increase Foundation giving.

Strategy 2.2.1 Deputy Governor for The Rotary Foundation will determine the best three techniques the district clubs can use to increase Foundation giving.

Tactic 2.2.1.1 Deputy Governor for The Rotary Foundation will prepare and distribute a descriptive list of the techniques to Club Foundation Chair, Club Presidents, and Club Secretaries by July 1, 2017. [See Tactic 4.1.1.1].

Strategy 2.2.2 Follow-up on utilization of techniques.

Tactic 2.2.2.1 Assistant Governors quarterly follow-up with the club presidents and report to the Deputy Governor for The Rotary Foundation on the progress.

Objective 2.3 Provide district with strategy to increase Foundation giving.

Strategy 2.3.1 Increase contributions to the Paul Harris Society.

Tactic 2.3.2.1 The Paul Harris Society Chair will send out quarterly mailings to those who are close to becoming Paul Harris Society members and to those who have regularly contributed to The Rotary Foundation.

Tactic 2.3.2.2 The Paul Harris Society Chair will research to find 12 most likely Paul Harris Society members and identify the best ways to cultivate them so that they join by September 30, 2017.

Strategy 2.3.2 Increase the number of major donors 50% by December 31, 2017, based on the June 30, 2015 actual number.

Tactic 2.3.2.1 The Deputy Governor for The Rotary Foundation will update the written plan to achieve this goal which will be completed and implementation will start by July 1, 2017.

Strategy 2.3.3 Create and implement a plan to raise \$50,000 by June 30, 2018 for Polio Plus

Tactic 2.3.3.1 The PolioPlus Chair working with the Deputy Governor for The Rotary Foundation and the Chair of Fund-raising will create a written plan by September 1, 2017 that will be implemented starting October 1

Tactic 2.3.3.2 The District Governor with the assistance of the PolioPlus Chair will create and send a direct mail appeal to all Club members in May/June. Donations will be sent to the District Treasurer to determine the effectiveness of the tactic and will then be forwarded to The Rotary Foundation

Strategy 2.3.4 Create and implement a plan to raise \$15,000 by June 30, 2018 for The Rotary Foundation Endowment.

Tactic 2.3.4.1 The Endowment Chair working with the Deputy Governor for The Rotary Foundation and the Chair of Fund-raising that will create a written plan that will start to be implemented by October 1, 2017.

Strategy 2.3.5 Maintain the District website to record accurate grant award information

Tactic 2.3.5.1 The District Grants Chair will continue to send the District Webmaster updated information to reflect District Grant Award data, dates of opening and closing of applications, projects, award amounts, progress, final reports and compliance of Memorandum of Understanding.

Tactic 2.3.5.2 The Global Grants Chair will continue to send the District Webmaster updated information as specified for the District Grants Chair.

Tactic 2.3.5.3 The Global Grants Chair will continue to send the District Webmaster current opportunities to participate/partner in Global Grants

Objective 2.4 Evaluate the Vocational Training Team Initiative

Strategy 2.4.1 Determine the Visibility of the Vocational Training Team and its inclusion in The Rotary Foundation's District and Club initiatives, the assumption being the greater this visibility, the greater attachment of their Rotarians and their clubs to The Rotary Foundation.

Tactic 2.4.1.1 The Vocational Training Team Chair quarterly will submit a report to the Global Grants Chair on club Vocational Training Team initiatives including the visibility of The Rotary Foundation as funder.

Goal 3. Public Relations Increase visibility of Rotary in the District.

Objective 3.1 Increase the potential for communication to the District communities.

Strategy 3.1.1 Ensure that every club has a designated Public Relations Chair. [See Strategy 4.6.1].

Tactic 3.1.1.1 Assistant Governors continue contacts with club presidents until they have someone appointed Public Relations Chair by August 15 of each year. [See Tactic 4.6.1.1].

Objective 3.2 Increase the District's awareness of Rotary.

Strategy 3.2.1 Continue the Rotary Day model that was created in honor of the 100th anniversary of The Rotary Foundation. It can coincide with a specific holiday, district event, key date, etc. The model it creates should be one that could be replicated annually. The Deputy Governor for Public Relations should consider the availability of Global Grants as a funding source. It can take place in one location with all clubs participating, or in many locations with participation by individual clubs. The models of the district conference food fest, the HOC from the International Convention, and GSE hosting may be instructive

Tactic 3.2.1.1 The Deputy Governor for Public Relations will have made a recommendation for a Rotary Day to the District Governor by 9/30/17 and created a plan for implantation by 11/15/17. Rotary Day will take place by 6/30/18. It will be thoroughly vetted by the clubs so that the maximum number of clubs will commit to take part. The Deputy Governor for Public Relations will use rotary.org as a resource for the project recommendation.

Tactic 3.2.1.2 Deputy Governor of Public Relations will continue to be in contact with Public Relations Chair of each club to encourage postings on the

District 6840 website listing upcoming club events.

Tactic 3.2.1.3 The District Newsletter Editor will continue to encourage each club to submit an article for the district newsletter at least twice a year.

Strategy 3.2.2. Take advantage of Youth Exchange

Tactic 3.2.2.1 Twenty-five district clubs will have a speaker on the Youth Exchange program featuring Youth Exchange students (inbound and outbound). The District Club Service Director will make certain that the club Program Chairs know about the availability of the students [See Objective 5.3].

Tactic 3.2.2.2 The Assistant Governors will confer with their club presidents quarterly about making Youth Exchange a club program.

Strategy 3.2.3 Increase the clubs' awareness of the District.

Tactic 3.2.3.1 The Deputy Governor for Public Relations will create a plan by 9/30/17 to increase the visibility of District activities at the club level. The plan will begin implementation 11/1/17.

Goal 4. Administration. Increase District productivity.

Objective 4.1 Increase commitment of club leadership to follow district duties of their offices

Strategy 4.1.1 Increase understanding of district expectations for club leadership.

Tactic 4.1.1.1 District leadership have created Club Leadership Objectives (CLO) for their club counterparts. CLOs include positions expectations, e.g. what meetings the club counterpart would be expected to attend. CLOs include three best practices that will help the club counterpart carry out their roles. The CLOs have been created by the district counterparts, posted on the district website, and given to their club counterparts. CLOs have been created for:

Club President: Created by the District Governor

Club President Elect: District Governor- Elect

President Nominee: District Governor-Nominee

Foundation Chair: Deputy Governor for The Rotary Foundation

Membership Chair: Deputy Governor for Membership

Public Relations Chair: Deputy Governor for Public Relations

Club Service Chair: District Club Service Chair

Community Service Chair: District Community Service Chair

Vocational Service Chair: District Vocational Service Chair

International Service Chair: District International Service Chair

Youth Service Chair: District Youth Service Chair

Secretary: District Secretary

Treasurer: District Treasurer

Strategy 4.1.2 Strongly encourage President Elect and any designated officers to attend training

Tactic 4.1.2.1 The Deputy Governors for the Territories will have prepared a plan whose goal is to increase attendance of Presidents-Elect and President-Nominees and other club officers and interested members at District training events. The plan will begin implementation on July 1, 2017.

Objective 4.2 Increase commitment of District leadership to the District duties of their offices.

Strategy 4.2.1 Ensure that meetings are relevant, age appropriate, time well spent and started and closed in a timely manner as scheduled

Tactic. 4.2.1.1. Implement the recommendations of last year's taskforce and report to the District Advisory Committee on the results.

Strategy 4.2.2 Provide effective communication among District 6840 leadership

Tactic 4.2.2.1 Utilize Assistant Governors for communication between their assigned clubs' Presidents and the Deputy Governors for the Territories.

Tactic 4.2.2.2 The Deputy Governor of Louisiana and Deputy Governor of Mississippi will request Assistant Governors submit electronic/written quarterly reports of their club visits and address any issues they observe with the club.

Tactic 4.2.2.3 Utilize District officers for communications between their assigned clubs' counterparts rather than the clubs' Presidents.

Tactic 4.2.2.4 The Deputy Governor for Public Relations will ask Club Public Relation Chairs to notify them of upcoming social events, installations, fundraisers, etc. so they may be included on District Website and newsletter.

Tactic 4.2.3.5 The District Governor will provide the Executive Assistant with instructions for timely email Communications to District Leadership, club officials and club members.

Objective 4.3 Increase compliance of clubs to Rotary International requirements.

Strategy: 4.3.1 Use incentives recommendations developed in last year's plan for

club compliance to district requirements

Tactic 4.3.1.1 Start implementations at the beginning of the year as appropriate and report results at District Advisory Council meetings.

Strategy 4.3.2 Use recommendations coming from Young Professionals Summit.

Tactic 4.3.2.1 Implement recommendations as appropriate and report on results at District Advisory Council meetings.

Strategy 4.3.3 Update club bylaws to meet requirements of the Rotary International

Tactic 4.3.3.1 Club will provide current bylaws to their Assistant Governor for review by August 1, 2017.

Tactic 4.3.3.2 Assistant Governors will review and forward to Deputy Governor by September 1, 2017.

Tactic 4.3.3.3 Deputy Governors will review and work with Assistant Governor to make any suggestions, improvements or additions as necessary for compliance with Rotary International and return to the club for discussion.

Tactic 4.3.3.4 Following club discussion and adoption as appropriate, final bylaws will be sent to District Secretary for archiving by December 31, 2017.

Strategy 4.3.4 Improve accuracy of R.I. membership database.

Tactic 4.3.4.1 District Secretary will research best practices in R.I. for encouraging Club Secretaries to provide current membership contact information and status.

Objective 4.4 Increase skill base of district Rotarians.

Strategy 4.4.1 Increase training of Assistant Governors

Tactic 4.4.1.1 District Governor, District Governor Elect, District Governor Nominee, and District Governor Nominee Designate will ensure that the Assistant Governor track at PETS is continued.

Strategy 4.4.2 Increase attendance in district Rotary Leadership Institute (RLI).

Tactic 4.4.2.1 The RLI chair will consult with the Deputy Governor for Public Relations to develop a public relations plan to increase Rotarian participation throughout the district by 7/31/17 for implementation beginning 12/1/2017.

Tactic 4.4.2.2 The Assistant Governors will speak to each of their club Presidents three times by 4/1/18 encouraging them to include funds in their clubs' budgets for at least one participant to attend.

Objective 4.5. Take advantage of club experience and qualities.

Strategy 4.5.1 Facilitate partnerships among clubs.

Tactic 4.5.1.1 At the Mid-year check-up the Deputy Governors for Mississippi and Louisiana will meet with Assistant Governors to discuss the strengths and weaknesses of their clubs and how partnerships among clubs may help.

Objective 4.6 Improve communication between district and club.

Strategy 4.6.1 Ensure that every club has a designated Foundation Chair, Membership Chair, Public Relations Chair, Program Chair, Club Service Chair, Community Service Chair, Vocational Service Chair, International Service Chair, Youth Service Chair, Secretary and Treasurer that the District can contact with information from their counterpart [See Tactic 4.1.1.1].

Tactic 4.6.1.1 Assistant Governors will continue contacts with club Presidents until clubs have someone appointed for each position as contact by 8/15/17.

Objective 4.7 Maintain an effective strategic planning process.

Strategy 4.7.1 Continue the development of District long-range plans.

Tactic 4.7.1.1 The District Chair of Strategic Planning will develop a fully vetted long-range plan for 2018-2019 and beyond by January 1, 2018 for implementation by July 1, 2018.

Strategy 4.7.2 Report on the status of the current plan.

Tactic 4.7.2.1 The District Chair of Strategic Planning will report on the plan to the District Advisory Committee quarterly.

Objective 4.8 Maintain a District inventory

Strategy 4.8.1 Maintain an inventory of District supplies, equipment, conference material and any other relevant items to reduce expense and duplication.

Tactic 4.8.1.1 The Executive Secretary will have taken a written inventory of District materials and equipment by July 1, 2017.

Tactic 4.8.1.2 The Executive Secretary will have requested inventory from District Leadership, clubs and committees of items stored and property of the District or available for use of the District by August 1, 2017.

Tactic 4.8.1.3 The Executive Secretary will maintain a lending system that will allows items to be checked out and returned in a timely manner.

Goal 5. Service Projects. Maintain/Increase service as resources allow.

Objective 5.1 Create a Rotary Day [See Strategy 3.2.1]

Objective 5.2 Increase Visibility of Youth Exchange [See Strategy 3.2.2]

Objective 5.3 Raise awareness of Service Projects for potential club adoption.

Strategy 5.3.1.1 Research Rotary and non-Rotary projects.

Tactic 5.4.1.1 The Deputy Governor for Service will prepare a report for the clubs by 9/30/17.

Objective 5.4 Raise the awareness of the need for service projects outside District borders

Strategy 5.4.1 Support club involvement in Global Projects being pursued by District and clubs.

Tactic 5.4.1.1 International Service Chair will forward a list of Club international projects to the District Editor for quarterly inclusion in the newsletter by July 1, 2017.

Tactic 5.5.1.2 International Service Chair will contact their Club counterparts quarterly to encourage each club to adopt at least one international project during the year.