



2020-2021 District Goals

Raise \$195,000 for the Annual Fund across the district (\$100 per member)

There are creative ways to do this within your club (have 4 people give \$250 each for 4 years; each year draw a name from their group of 4 – that person gets all the points and earn a Paul Harris Fellow. Next year, they give again and you draw from 3 names and so on. You could do this with a group of 10 who give \$100 each at a regular interval. They will all remain members until they recover their investment and make good on their pledge to meet the donation commitment.)

Use the data you have to identify one or two members who will contribute more *because you asked*. They may not know what the Foundation is! Some clubs have a tradition of awarding a Paul Harris Fellow to a past president; those club members may not know that they are encouraged to earn their own *through monetary donations*.

Invite the bigger potential donors to the Territory Open House and to the Foundation Seminar on August 15

Invite a member of the District Foundation Committee to present to your club

Ask any Past District Governor to speak directly with the person you have in mind about becoming a Bequest Society member (making a pledge to Rotary in his/her will)

Spend a club meeting doing the Learning Center course on the Rotary Foundation

100% of District Rotarians will participate in a service project & document it!

Every club engages in service...but you're keeping them a secret. To achieve this goal, all you have to do is what you're already doing...but you need to add data and publicity.

Expand Awareness of the Rotary Brand

We will spend a lot of time on both internal data management and public facing story sharing. The district will clean up its website and social media presence and develop guidelines, best practices, and offer training on making use of the People of Action Campaign and use of the Rotary Brand Center

Your club members already have access to everything your club needs; it's a question of motivating them or specifically two or three of them to spend time on Rotary.org to see what's there, to take advantage of the webinars and style sheets and club level templates for branding and publicizing – facebook banners, new theme logos, radio ads, billboards, slideshow templates, club brochures...it's all there.

If all clubs make use of the Rotary branding, we will together have a positive impact on every club and not just our own. That's good for the public and for the members.

Develop, mentor, and support (at least) 100 new District leaders (not including you!)

That's 2 members per club but only .5% of our district membership. Why not help double that target? Have 2 members attend RLI and bring 2 different people to each of the district events. There is no downside to your club in having more Rotary experience. Think of your time here and within Rotary as leadership development. You can become an expert on Rotary by taking advantage of the content of each district opportunity. And think of how much easier it will be to have more allies in your planning.

The new RLI format is intended to make it possible for more Rotarians to participate and engage and contribute to your club. Make them welcome. Give them a seat at the board meetings, listen to their ideas for gently revolutionizing your club. Don't be afraid of change, and don't turn down the possibility of sponsoring an entirely new club. That's good for Rotary and for your community.

(Oh, yeah, and the goal to clean up data and therefore make communications easier for all concerned...)

Net result: creation of a culture of giving to the Rotary Annual Fund, increased brand awareness and capacity to publicize (because the data is good and is being reliably entered & kept) and leverage the good work already being done in order to do more and become once again *the place* for engaged, service-minded people of all ages, experiences and histories to join and contribute their time, talent, and treasure. Because, as Rotarians, ...

TOGETHER we see a world where **PEOPLE** unite and take action to **CREATE** lasting **CHANGE** across the globe, in our communities, and in ourselves.



President-elect Holger's key messages for clubs:

1. The district will be actively at work creating new, innovative club models and will need your support. In addition, you can also help us expand our reach by creating a satellite club and by forming a community-based Rotaract club.
2. Every club should host at least one strategic meeting each year at which you ask: What should our club be like in five years and what steps should we take to help achieve that vision? What value do we bring our members? Select someone to lead that effort.
3. Select new members carefully. Make sure that they are a good fit with your club and that your club meets their expectations. Engage them and take care of them. There is no wrong age to become a Rotarian.
4. Continue your club's efforts to end polio by donating to End Polio Now and by hosting a World Polio Day event in October. We must fulfill the promise that we made to the children of this world.
5. For the first time, the Presidential Citation is:
 1. Handled entirely through Rotary Club Central based on your own data entry
you are already doing great things but it's time to modernize how we hear about them and how we measure our impact as Rotarians across the globe and in our communities
 2. Not linked to a specific membership growth goal
your club will grow as a result of your strategic analysis, the adoption of new club models and expansion of Rotaract and Satellite clubs, and the publicity surrounding your events and projects