

**DISTRICT 6840 LONG-RANGE PLAN**

**2015-16**

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 beginning July 1, 2015. 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.

 Objective 1.1 Create a dynamic districtwide membership plan

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

Tactic 1.1.1.1 The Deputy Governor for Membership will present the plan to the District Governor by September 30, 2015.

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, 2017.
2. long-range goals and tactics beyond June 30, 2017 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.
8. the 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 September 30, 2015.

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 September 30, 2015. [See Tactic 4.1.1.1].

Strategy 1.2.3 Follow-up on utilization of techniques.

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

Goal 2. Foundation. Increase giving to The Rotary Foundation to over $100/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 giving to an emotional need fulfilled. Show that we are making a difference.

Tactic 2.1.1.1 Grants District Chair will collect data and stories from previous year’s district 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 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 District Club Service Chair and the District Foundation Chair will collect information and forward to the District Website Chair to be used to create a speaker database by October 31. The database will include strong presenters on Foundation projects as well as strong speakers in general.

Tactic 2.1.3.2 District Website 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.

 Strategy 2.1.4 Create a signature Rotary Foundation district project.

Tactic 2.1.4.1 The Deputy Governor for Public Relations will create a project recommendation for the District Governor by 9/30/15 and a plan for implementation by 11/15/15. This may be the same or separate from the Rotary Day project. [See Strategy 3.2.1 below]. Consideration will be given to creating a project that can attract and use World funds.

 Objective 2.2 Provide clubs with strategies to increase Foundation giving.

Strategy 2.2.1 District Foundation Chair will determine the best three techniques the district clubs can use to increase Foundation giving.

Tactic 2.2.1.1 District Foundation Chair will prepare and distribute a descriptive list of the techniques to club Foundation chairs by September 30, 2015. The list may include pledge forms every time there is a foundation speaker. [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 District Foundation Chair on the progress.

 Objective 2.3 Provide district with strategy to increase Foundation giving.

Strategy 2.3.1 Increase contributors to the Paul Harris Society.

Tactic 2.3.1.1 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 2.3.1.2. The Paul Harris Society Chair will research to find 12 most likely new Paul Harris Society members and identify the best ways to cultivate them so that they join by June 30, 2016.

Strategy 2.3.2 Increase the number of major donors by 50% by June 30, 2016 and 100% by June 30, 2017.

 Tactic 2.3.2.1 The District Foundation Chair will create a plan to achieve this goal which will be completed and implementation will start by 10/15/15.

Objective 2.4 Maintain Group Study Exchange (GSE).

 Strategy 2.4.1 Continue funding one GSE team a year

Tactic 2.4.1.1 District Governor Elect will create a budget by 2/1/16 to determine whether a group study exchange program for 2016-17 is feasible.

Objective 2.5 Create a Vocational Team Training project.

Strategy 2.5.1 The District Governor will conduct research in the feasibility of the district creating a Vocational Team Training project.

Tactic 2.5.1.1. The District Governor will make a recommendation to the District Governor Elect on the feasibility of a project by 11/1/15.

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 Create a Rotary Day. 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 make a recommendation for a Rotary Day to the District Governor by 9/30/15 and create a plan for implantation by 11/15/15. Rotary Day will take place by 6/30/17. 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.

 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 9/30/15 to increase the visibility of district activities at the club level. The plan will begin implementation 11/1/15.

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 will create Club Leadership Objectives (CLO) for their club counterparts. One of the CLOs will be for each district counterpart to research and communicate to their club counterpart three proven techniques (“the critical few”) to help the club counterpart in carrying out their roles. The CLOs will be created by the district counterparts by 12/31/15 and given to their club counterparts no later than 6/30/16 for the 2016-17 year. CLOs will be created for:

Club president: Created by the District Governor

Foundation Chair: District Foundation Chair

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

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

 Strategy 4.2.1 Increase understanding of district expectations of district leadership.

Tactic 4.2.1.1 District Governor Elect will create job descriptions with objectives for each leadership position in the district by 11/1/15. These will be given to all district leadership before they accept their position for 2016-17.

 Strategy 4.2.2 Ensure that meetings are relevant, age appropriate, time well spent.

Tactic. 4.2.2.1. The District Governor will create a “meeting” taskforce by 9/1/15 to review all district wide meetings and make recommendations by 6/30/16 based on their findings

 Objective 4.3 Increase compliance of clubs to Rotary International requirements.

Strategy: 4.3.1 Create incentives (rather than penalties) for club compliance to district policy requirements.

Tactic 4.3.1.1 The District Governor will create a working group by 8/1/15 to create incentives for compliance to district requirements. The plan will be presented to the club presidents at the Mid-year Check-up for their comments. The final plan will be presented to the District Advisory Committee at the District Team Training meeting. Implementation will begin 7/1/16.

 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.

Tactic 4.4.1.2 The job description for the Assistant Governor being created by the District Governor Elect will include objectives for attendance and participation in the PETS Assistant Governor track, the Mid-year Check-up, District Team Training, District Training Assembly and District Conference.

 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 1/31/16 for implementation beginning 2/1/16.

Tactic 4.4.2.2 The Assistant Governors will speak to each of their club presidents three times by 4/1/16 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, 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 8/15/15.

 Objective 4.7 Maintain an effective strategic planning process.

 Strategy 4.7.1 Continue the development of long-range plans.

Tactic 4.7.1.1 The District Chair of Strategic Planning will develop a fully vetted long-range plan for 2016-17 and beyond by January 1, 2016 for implementation by July 1, 2016.

 Strategy 4.7.2 Report on the status of the current plan.

Tactic 4.7.2.1 The District Governor will report on the plan to the Development Advisory Committee quarterly.

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

 Objective 5.1 Create district signature project [See Strategy 2.1.4].

 Objective 5.2 Create a Rotary Day [See Strategy 3.2.1].

Objective 5.3 Grow Youth Exchange [See Strategy 3.2.2].

Objective 5.4 Raise awareness of Service Projects for potential club adoption.

Strategy 5.4.1 Research Rotary and non-Rotary projects.

Tactic 5.4.1.1 The Deputy Governor for Avenues of Service will prepare a report for the clubs by 9/30/15.