
DISTRICT 6950 STRATEGIC PLAN

OUR MISSION STATEMENT:

“Our mission is to promote excellence in “Service Above Self” through local Rotary clubs.”

OUR VALUES:

Through our “4 Avenues of Service” (club, vocational, community, international), we pledge to promote:

- Healthy growth to provide more service activity, increased member retention, financial stability, and member support
- Literacy among children and adults
- Service to the community; putting volunteering above self-interest
- Effort to eradicate poverty while acting to improve the health of low income families/individuals
- A new level of integrity and ethics among business leaders

OUR STRATEGIC OBJECTIVES:

Objective #1—Activate club members and leadership through education and inspirational motivation.

Rationale: 1) More active Rotarians and increased participation will improve retention. 2) Service activities cannot happen without their participation. 3) Inspired members will motivate other Rotarians.

Outcomes: 1) More members. 2) Better meetings. 3) Better leaders for clubs and District. 4) More participation in activities. 5) More service projects and people to help.

Activities: 1. Provide improved communication that penetrates down to the individual Rotarian utilizing the District website, email, and streaming videos. 2) Proactively encourage participation in District training through RLI (Rotary Leadership Institute), District Assembly, other events, orientation packages and programs from other clubs, and use of PowerPoint presentations. 3) Provide more effective contact to individual members through e-mail. 4) Collect and distribute contact information to club committee members and responsible club committee leaders. 5) Establish and maintain a lending library of resources such as audio-visual programs, DVD’s and books.

Objective #2—Proactively promote training of club leadership and membership.

Rationale: 1) Clubs need to be better informed. 2) The cost will be shared. 3) Members need to be educated. 4) It will help people know who to contact.

Outcomes: 1) Increased consistency. 2) More training materials. 3) Better informed membership. 4) Improved leadership. 5) Pertinent info in the hands of all Rotarians.

Activities: 1) Schedule leadership training at the club level through RLI (Rotary Leadership Institute), District Assembly, Assistant Governor training, PETS, and other programs to train and inform club members. 2) Help clubs create a plan to improve their situation (utilizing the AGs). 3) District Governor visits to each club to meet with club leaders to review “The Planning Guide for Effective Clubs” and to make suggestions for improvements in the club’s program of work.

Objective #3—Proactively promote training of club leadership and membership.

Rationale: 1) Clubs need a vehicle to develop leaders. 2) Will help recruit and retain membership. 3) Will develop a pool of qualified candidates for leadership within the club and beyond.

Outcomes: 1) Better informed officers at club level. 2) Stronger functioning District. 3) Will retain more and better Rotarians. 4) Better leadership. 5) Big picture point of view among the membership.

Activities: 1) Schedule leadership training at the club level through RLI (Rotary Leadership Institute), District Assembly, Assistant Governor training, PETS, and other programs to train and inform club members. 2) Provide new activities to attract people. 3) Recognize members and clubs.

Objective #4—Collaboratively assist clubs in evaluating their individual strengths and weaknesses.

Rationale: 1) Build on club and District strengths and minimize weaknesses. 2) Identify answers to ongoing questions about clubs and members. 3) Make better leaders of AGs. 4) Training AGs to help clubs.

Outcomes: 1) Better recruitment and retention. 2) Improve effectiveness in “The 4 Avenues of Service.” 3) More active members. 4) Better identification of service projects. 5) More passion for Rotary.

Activities: 1) AGs help assess club strengths and weaknesses. 2) AGs help survey membership.