

**Rotary District 7710
Strategic Plan for 2007-08 to 2010-11**

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| <p>ROTARY DISTRICT 7710</p> <p>STRATEGIC PLAN ROTARY YEAR 2007-08 TO 2010-11</p> <p>Table of Contents</p> | |
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Rotary District 7710 Strategic Plan for 2007-08 to 2010-11

Executive Summary

In September 2006, District Governor 2006-07, Tim Mannix asked PDG Carol Allen to convene a group of PDGs, together with the DGE and DGN to make recommendations on a Strategic Plan for the District.

The Strategic Planning Group (SPG) identified four main themes or topics:

- A) Succession Planning at the District level and it's linkage to Club Leadership Development
- B) Support for Succession and Strategic Planning by Clubs
- C) Delineation between the District Conference and other district training events
- D) Development of a District strategy regarding the Rotary Foundation that will provide a balance between Annual Giving and the Permanent Fund.

The SPG developed a mission statement as follows:

The mission of District 7710 is to encourage unity among its clubs, to strengthen clubs in the District, to enhance the image of Rotary, to ensure that the District is responsive to clubs and to advance the cause of world peace and multi-cultural understanding.

The purpose of District 7710, like other Rotary districts is to assist Rotary International to provide efficient administration of the clubs located within the assigned territory and to help individual clubs advance the Object of Rotary.

The Strategic Plan sets out four broad goals, each supporting an element of the Mission, namely to:

1. Encourage unity among it's clubs
2. Strengthen clubs in the District
3. Enhance the image of Rotary
4. Advance the cause of world peace and multi-cultural understanding.

This plan has identified goals and strategies but has only identified broad, measurable objectives. It assumes that each District Governor will review the Strategic Plan and amend the objectives, as required, to match changing circumstances.

It is suggested that the Plan be reviewed at regular intervals – at a minimum after the results of the Rotary International tri-annual Council of Legislation are promulgated, so that the Plan remains coordinated with the plans of Rotary International.

The plan does include an Action Matrix that addresses its four broad goals. The matrix is provided as a management tool; it is intended to be a starting point for plan deployment, serve to help manage tasks over time, and keep the plan on track.

The Strategic Plan represents the Strategic Planning Group's collective wisdom and experience and is offered as a working document to be available to the present and future District Governors as they lead the District.

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1. Authority and Authorship

In September 2006, District Governor 2006-07, Tim Mannix asked PDG Carol Allen to convene a group of PDGs, together with the DGE and DGN to make recommendations on a Strategic Plan for the District.

This group, known as the Strategic Planning Group (SPG), comprised of:

Charlie Seay (District 7570) 1988-89
Ken Morgan 1992-93
Bill McLaurin 1995-96
Bill Lefes 1999-2000
Carol Allen 2000-01
Glenn Hood 2005-06
Tim Mannix 2006-07
Barry Phillips 2007-08
Don Buckner 2008-09

2. Process of Development

Over a period of several months this group completed a self-examination of the Strengths, Weaknesses, Opportunities and Threats facing the District, and explored the key strategic areas needed for it to continue to be an effective district of Rotary International. It also revised the Manual of Procedures.

There were four main themes or topics identified:

1. Succession Planning at the District level and it's linkage to Club Leadership Development:
 - a) Utilization of the Zone Rotary Leadership Institute (RLI)
 - b) Greater emphasis on identification of future District leaders and the value of Certification by RLI of these individuals
 - c) The value of multiple committee members
- 2) Support for Succession and Strategic Planning by Clubs:
 - a) Use the talents and experience of the PDGs (through coordination of the College of Governors) as mentors
 - b) Identify and promulgate a regular pattern of District training with "tracks" that reflect
 - i) Leadership
 - ii) Membership
 - iii) The Rotary Foundation
 - iv) Local and international community
 - c) Assure that the DG and/or ADG visit to clubs includes a work session with club board ("assembly") at which the club demonstrates its plans for the year including committee appointments, succession, continuity, bulletins, goals and methods of achievement
- 3) Delineation between the District Conference and other district training events:
 - a) Recognition of need for greater participation and plans for an achievement of an increase
 - b) District Conferences = fun and fellowship and featured Rotary principles. District Assemblies = interactive information exchange

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- 4) Development of a District strategy regarding The Rotary Foundation that will provide a balance between Annual Giving and the Permanent Fund:
 - a) Development of a process to maximize the outreach to the clubs
 - b) Provide materials about, and personal examples of, how donated money is used
 - c) Provide in-depth confidential information to identify potential supporters of the Permanent Fund

3. Organization Structure and Function

See the Organization Chart listed in the Appendix (A)

4. Mission Statement, Purpose of District 7710 and Expected Practices

Mission Statement

The Mission of Rotary District 7710 is to encourage unity among its clubs, to strengthen clubs in the District, to enhance the image of Rotary, to ensure that the District is responsive to clubs and to advance the cause of world peace and multi-cultural understanding

Purpose of District 7710

Like other Rotary districts, District 7710's purpose is to assist Rotary International to provide efficient administration of the clubs located within the assigned territory and to help individual clubs advance the Object of Rotary.

The responsibility for administering the policies and programs of Rotary International is given to the District Governor. To assist the Governor, the District Council is elected by the clubs within the District.

Territorial limits for each district are established, and altered, by the Rotary International Board of Directors. The district size is determined largely by consideration of the ability of the District Governor to perform the duties and by Rotary International's financial obligations to districts. The RI Board encourages all Rotary Districts to have at least 75 clubs and 2,700 Rotarians and urges districts with fewer than 75 Clubs and 2,700 Rotarians to reach those numbers or to merge with neighboring districts to meet those minimums.

Expected Practices

The Rotary International Constitution, Bylaws and RI Manual of Procedure govern all activities of District 7710 (with interpretations and expansions legally established by the RI Board of Directors and supplemented by the District 7710 Manual of Procedure (MOP) where it does not conflict with the aforementioned documents). Financial activities involving The Rotary Foundation funds are subject to direction by the Trustees of The Rotary Foundation. Additionally, The Club Constitution and the Recommended Club Bylaws govern the activities of District clubs.

Future leaders of District 7710 are expected to support the direction set forth in the Manual of Procedure and this Strategic Plan.

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5. Goals, Objectives and Strategies

Definitions -- Goals and Objectives

A GOAL is an open-ended statement of what Rotary District 7710 wants to accomplish with no quantification of what is to be achieved and no time criteria for completion. (e.g. encourage opportunities for clubs to partner in Matching Grant projects)

An OBJECTIVE states what is to be accomplished, by when, and quantifies this if possible. (e.g. in the 2007-08 year, District 7710 will have 2 Matching Grant applications, in which more than one club has partnered, monitored by the Grants committee and approved by TRF)

| OBJECTIVES are: | | |
|-----------------|-------------------|---|
| S | Specific | Phrased in terms of outcomes rather than actions |
| M | Measurable | Quantifiable |
| A | Achievable | Challenging, yet realistic |
| R | Relevant | Capable of being communicated as part of the Mission |
| T | Timely | Capable of completion within the Strategic Plan's timescale |

It is recognized that there is a dichotomy between the need of individual District Governors to establish specific objectives for their Rotary year and the desirability that the District's strategic plan should reflect Rotary International's long-term objectives. This plan has identified goals and strategies but has only identified broad, measurable objectives. It assumes that each District Governor will review the Strategic Plan and amend the Objectives as required to match changing circumstances.

There are four broad goals, each supporting an element of the Mission, namely to:

1. Encourage unity among it's clubs
2. Strengthen clubs in the District
3. Enhance the image of Rotary
4. Advance the cause of world peace and multi-cultural understanding

These four goals are expanded below to show supporting strategies:

1. Encourage unity among it's clubs
 - 1.1. Encourage opportunities for clubs to partner in Matching Grant projects
 - 1.2. Encourage clubs to work together on local projects, including District Simplified Grant projects
 - 1.3. Use the District Conference, District assemblies and District training events as venues where there is emphasis on the "Family of Rotary"
 - 1.4. Encourage joint meetings of clubs in same area, as well as "cross attendance" or "attendance exchanges" in addition to make-ups
2. Strengthen Clubs in the District
 - 2.1. Increase recruitment of members
 - 2.2. Improve rates of retention of members
 - 2.3. Encourage regular club assemblies and sharing of club board meeting agendas and decisions
 - 2.4. Promote and foster a culture of systematic orientation of new members

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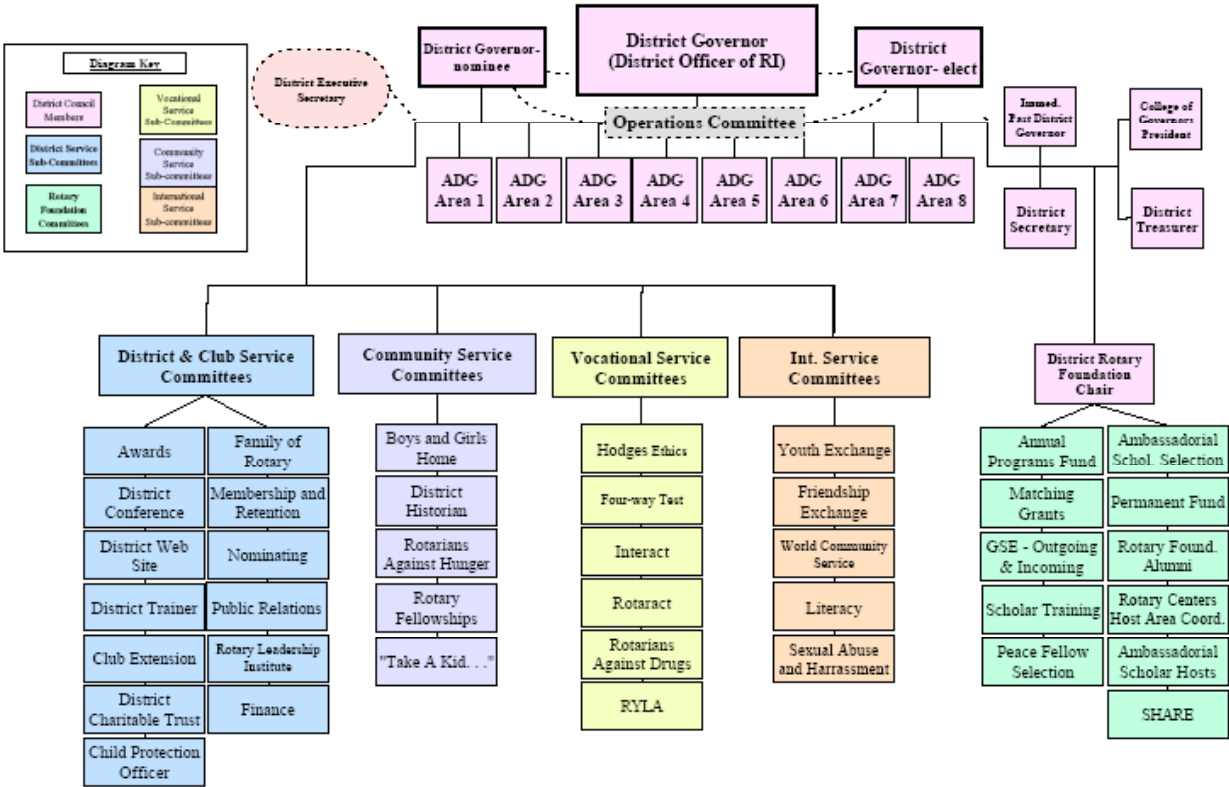
- 2.5. Encourage attendance of club members to Rotary Leadership Institute (RLI)
 - 2.6. Link the nomination of district officers to the training and qualification provided by RLI
 - 2.7. Activate the COG to assist clubs in planning and executing their club work plans
 - 2.8. Review the structure of district committees and the tenure of committee members to maximize the support the committees provide to clubs. (i.e. encourage 3-year terms and succession of third-year members to chairmanship)
3. Enhance the Image of Rotary
- 3.1. Establish the support role of District Communications Officer
 - 3.2. Emphasize the need for public relations/information activity at all clubs
 - 3.3. Publicize high impact projects through celebratory ceremonies including community officials
 - 3.4. Consider a program of encouraging high business ethics in the community through advertising The Four Way Test and Luther Hodges Senior Ethics program
4. Advance the cause of world peace and multi-cultural understanding
- 4.1. Support scholar programs, Group Study Exchange (GSE) and youth exchanges
 - 4.2. Highlight Rotary World Peace Fellows, Ambassadorial, and Cultural Scholars as they are selected and encourage them to share their experiences with clubs on their return
 - 4.3. Utilize scholars as speakers at club programs, district assemblies and district conference
 - 4.4. Emphasize the importance of support for the Rotary Foundation – both its Annual Giving Program and its Permanent Fund through education and exposure to successful programs
 - 4.5. Recognition of Paul Harris Fellows, Paul Harris Society members, Permanent Fund contributors, Major Donors and sustaining members annually at high profile events

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Appendices

(A) Organization Chart

NOTE: There are no chairs for the 4 Four Avenue of Service committees (District & Club; Community; Vocational and International)



Rotary District 7710 Organization Chart
(2007 Manual of Procedure)

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(B) Archive Characteristics

Recommendation for Maintaining District Historical Records:

Shortly following the departure of the District Governor from office, he/she shall provide to the District Historian a report with at least the following information including photos, CDs and newspaper and magazine clippings:

A. Pocket Directory

1. A listing of all the clubs with presidents and secretaries with phone and fax numbers, mailing addresses, and e-mail addresses.
2. The District Council membership including names, position, mailing addresses, telephone and fax numbers and e-mail addresses. Include information for the District Executive Secretary.
3. A list of all District Committee Chairs and mailing addresses, phone and fax numbers and email addresses and a listing of committee members. In the case of Assistant District Governors, a listing of the clubs in their area and the dates for their term of office.

B. Group Study Exchange

4. The outgoing team leader shall provide names, mailing addresses, phone and fax numbers and e-mail addresses of team members and team leader, itinerary, dates of visit, country and district to be visited. The report shall also be submitted to the District Alumni Chair.
5. The GSE incoming committee chair shall provide names and mailing addresses, phone and fax numbers and e-mail addresses of team members and team leader, dates for visit to District, and country and district of visiting team.
6. The incoming GSE team committee chair shall also provide the names of all host families and club affiliation.

C. Scholars

7. The Scholarship Committee shall provide a report of the names and addresses, phone numbers and e-mail addresses and country of study for Ambassadorial, Cultural and Peace Scholars selected in the District. The same report shall be submitted to the District Alumni Chair.

D. The Rotary Foundation

8. A copy of the Annual CRS Report (Club Recognition Summary).
9. The Grants Subcommittee shall provide a report on DSGs, Matching Grants and Individual Grants by club sponsorship, fund contributions by clubs, DDF contributions and TRF contributions and other, if applicable. DSGs to be listed by title, name of community and club sponsorship. Matching Grants shall be listed by club sponsorship, host country, title of project, funding by clubs, DDF and TRF and other, if applicable.

E. Rotary Youth Leadership Awards (RYLA)

10. RYLA Chair shall provide a report on the program, location, names of adults in attendance and club affiliation, names of staff and chaperons with town of residence and the names of all RYLA members in attendance and high school affiliation.

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F. Interact and Rotaract Club Activities

11. The Interact Chair shall provide a list of all Interact clubs, school affiliation, sponsoring club, adult leader(s), number of active members and major project undertaken during the year. The report shall also be submitted to the District Alumni Chair.

12. The Rotaract Chair shall provide a list of all Rotaract clubs, schools or communities of affiliation, sponsoring Rotary club committee members assisting club, number of active members and major project undertaken during the year. The report shall also be submitted to the District Alumni Chair.

G. Friendship Exchanges

13. The Friendship Exchange chair shall provide the names and club affiliation of outgoing Friendship exchange team members and the country and district to which they traveled.

14. The Friendship Exchange chair shall provide the names and club affiliation of incoming Friendship exchange team members and their country of residence and District.

H. The District Conference

15. The District Governor will compile a report regarding the District Conference including the program, numbers in attendance broken down by Rotarians and non-Rotarians, the President's representative and other activities organized for attendees.

I. The District Assemblies

16. A summary of each of the District assemblies including a copy of the program, numbers in attendance and venue. Also may include the roster of attendees and club affiliation.

J. Presidents-Elect Training

17. A summary of PETS, a copy of the overall program, name and club of Presidents-Elect in attendance and a copy of the program conducted by the Governor-Elect during the District breakout sessions.

K. The College of Governors

18. College of Governors activities by the president of the COG.

L. District Newsletters & Correspondence

19. The District Governors newsletters and other correspondence to clubs and committee chairs.

M. District Council

20. Approved minutes of District Council meetings

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(C) Suggested timetable of District events

| Meeting & Timing | Suggested Topics | Convener/Audience |
|---|---|--|
| Rotary Foundation Seminar September | <ul style="list-style-type: none"> ▪ Programs of The Rotary Foundation ▪ Meeting Foundation Goals ▪ Responsibilities of club Foundation committee ▪ Use of District Designated Fund (DDF) ▪ Other topics as determined by needs of district | <i>Convener:</i> District Governor and District Rotary Foundation Chair <i>Audience:</i> Assistant District Governors, club leaders and committee members, and other interested Rotarians |
| Regional Outbound Ambassadorial Scholar/GSE Team Orientation First weekend in January | <ul style="list-style-type: none"> ▪ General Rotary International and Rotary Foundation information ▪ Making presentations ▪ Culture shock ▪ Roles and responsibilities of scholars and team members before, during and after award period | <i>Convener:</i> District Trainer <i>Audience:</i> Outbound GSE Team, Outbound Ambassadorial, Cultural and Rotary World Peace Fellows as well as District leaders |
| Mid-year Assembly January | <ul style="list-style-type: none"> ▪ Successful club service projects ▪ Promotion of District Conference ▪ Status of Rotary Foundation programs ▪ Breakout sessions for PE with DGE ▪ Breakout sessions for Pres with DG ▪ Breakout session re RLI | <i>Convener:</i> District Governor <i>Audience:</i> Club leaders and all interested Rotarians |
| District Team Training Session District Council Meeting after DGE returns from Training | <ul style="list-style-type: none"> ▪ Presentation of the annual theme ▪ District Administration ▪ Role and Responsibilities ▪ Working with clubs ▪ Resources: Where they are and how to use them ▪ Planning for the year ▪ Communication | <i>Convener:</i> District Governor-Elect <i>Audience:</i> District Council, Assistant District Governors, district committee chairs and district committee members |
| Carolinas' PETS March | <ul style="list-style-type: none"> ▪ District goals and objectives ▪ Rotary Foundation goals & programs ▪ Membership growth and retention ▪ Club leadership skills | <i>Convener:</i> District Governor-Elect <i>Audience:</i> President-elects |
| District Conference Third weekend in April | <ul style="list-style-type: none"> ▪ A balance of things Rotary and things that are not Rotary ▪ Fellowship and Fun ▪ Subjects covering Rotary's Basic principles ▪ Presentations focused on Youth Activities ▪ Recognition of Clubs and individuals (Including TRF donors) | <i>Convener:</i> District Governor <i>Audience:</i> All Rotarians and spouses in District 7710 |
| Spring District Assembly & Membership Seminar May | <ul style="list-style-type: none"> ▪ Membership development ▪ Emphasis of incoming RI president's membership development program ▪ Roles and responsibilities ▪ Training session for club treasurers and secretaries ▪ Selecting and training your team ▪ Practical application: building a plan ▪ Guiding principles: policies and procedures | <i>Convener:</i> District Governor-Elect and District Membership Chair <i>Audience:</i> Assistant District Governors, club leaders and committee chairs, and other interested Rotarians |

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(D) Action Matrix of Performance Goals, Strategies, Measurements

This Action Matrix addresses the driving areas of the Rotary District 7710 Strategic Plan:

1. Encourage unity among it's clubs
2. Strengthen clubs in the District
3. Enhance the image of Rotary
4. Advance the cause of world peace and multi-cultural understanding

The matrix is provided as a management tool; it is intended to be a starting point for plan deployment, serve to help manage tasks over time, and keep the plan on track.

| Unity | | | | |
|---------------------|---|-------------|---------------|-----------------|
| Goal 1 | Encourage unity among it's clubs | | | |
| Strategy 1.1 | Encourage opportunities for clubs to partner in Matching Grant projects | | | |
| Actions | | Lead | Launch | Complete |
| 1.1.1 | Invite World Community Service [WCS] representative to join the Grants Committee. Objective: Active participation by WCS measured by attendance and involvement. | DG | | |
| 1.1.2 | WCS maintain and update a list of Matching Grant recipients who have approached District 7710. Objective: WCS to publish list of incoming requests at least quarterly on the District Website. | WCS | | |
| 1.1.3 | ADGs to interact with clubs and advise those that have an interest in getting involved in a Matching Grant program to contact WCS. Objective 1: ADGs provide information at bi-monthly council meetings of their interactions. Objective 2: WCS to track and report to Grants Committee those clubs who express interest. | ADGs | | |
| Strategy 1.2 | Encourage clubs to work together on local projects, including District Simplified Grant projects | | | |
| Actions | | Lead | Launch | Complete |
| 1.2.1 | ADG's recognition of potential for area clubs to combine on a District Simplified Grant (DSG) proposal and action. Objective: ADGs to include in their bi-monthly reporting to District Council. | ADGs | | |

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| 1.2.2 | As an example of event cooperation, Rotarians Against Hunger (RAH) committee to initiate introductions for local clubs to combine in a “Million Meals” program. Objective 1: RAH Committee chair to advise DG and District Council of such introductions. Objective 2: ADGs referral to their area club presidents after each bi-monthly council meeting | RAH | | |
| Strategy 1.3 | | | | |
| Use the District Conference, District Assemblies and District training events as venues where there is emphasis on the “Family of Rotary” | | | | |
| Actions | | Lead | Launch | Complete |
| 1.3.1 | Involve the District Rotary Foundation Alumni Committee members in presentations at appropriate district events. Objective: Alumni attend appropriate District events, gain recognition and share experiences. | DG & Alumni Committee Chair | | |
| 1.3.2 | Seek information from clubs on names, location and activity of past awardees of Rotary scholarships. Objective: District Alumni Committee chair able to report quarterly on level of co-operation by clubs and to update and edit alumni information the District database. | DG via Foundation Chair | | |
| 1.3.3 | Involve scholars as speakers at District events. Objective: Rotary scholars attend appropriate District events, gain recognition and share experiences | DG via Foundation Chair | | |

Stronger Clubs

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|---------------------------------|---|-------------------------|---------------|-----------------|
| Goal 2 | Strengthen clubs in the District | | | |
| Strategy 2.1 | | | | |
| Increase recruitment of members | | | | |
| Actions | | Lead | Launch | Complete |
| 2.1.1 | Identify local groups that represent the range of ethnicity and cultures locally and seek out those who would increase Rotary’s inclusion of classifications. Objective: District Membership chair liaison with individual Rotary clubs to encourage them to have up to date information on local demographics and organizations/associations and have active strategies to contact potential Rotarians. | Membership Chair & ADGs | | |

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| 2.1.2 | Use District Simplified Grant (DSG) activities as a way to invite others in the community to share the experience. Objective: ADGs to report at bi-monthly council meetings on individual club activities. | ADGs | | |
| 2.1.3 | Suggest that clubs give current members incentives and challenges to invite guests to club meetings and ensure interesting speakers. Objective: District Membership chair provide examples at the Membership Seminar of successful membership drives and retention strategies | Membership Chair | | |
| 2.1.4 | Recognition at District, Zone and RI level of achieving membership net growth goals. Objective: Successful and accurate recognition at The District Conference and during official club visits. | DG | | |
| Strategy 2.2 Improve rates of retention of members | | | | |
| Actions | | Lead | Launch | Complete |
| 2.2.1 | Encourage clubs to submit names and contact details of effective, relevant speakers who would be willing to be part of a Speakers Bureau. Objective 1: Creation of a Speakers Bureau on the District Website. Objective 2: An annual survey of speakers who are willing to be in the bureau to determine the effectiveness of the program. | DG & District Communications Officer (DCO) | | |
| 2.2.2 | Appoint a Speakers Bureau Coordinator (SBC) to liaise with the DCO and maintain an up to date list of speakers available through the District Website. Objective: SBC in place with effective coordination with the DCO. | DG | | |
| 2.2.3 | Ensure that if a club member resigns through changing address, that he/she is introduced to another club. Objective: All Rotarians that transfer are introduced to another club. | District Secretary & Club Secretary | | |
| 2.2.4 | Establish a sample exit interview that clubs can use to find to root cause of a member's resignation. Objective: Exit interview document designed, tested and published on the District Website | Membership Chair | | |

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| 2.2.5 | Encourage clubs to find out which Avenue of Service really appeals to a (new) member and find a club activity to match. Objective: DG to stress linkage of asking members to work within Avenues of Service and retention of members. | DG at club visits, ADGs | | |
| 2.2.6 | Design, distribute and analyze the results of a member questionnaire by each club member during a club assembly. Objective: Membership questionnaire “pro-forma” designed, tested and made available to clubs via the District Website. | Membership Chair | | |
| 2.2.7 | Encourage clubs to use and adapt the suggested Induction Ceremony available on the RI website. Objective: District Membership Chair provide examples at the Membership Seminar of Induction Ceremony choices. | Membership Chair | | |
| 2.2.8 | Encourage clubs to assign a mentor to a potential member, such mentor to take on that role for a minimum period of the new member’s first year. Objective: District Membership Chair provide examples at the Membership Seminar of the mentorship role | Membership Chair | | |
| Strategy 2.3 Encourage regular club assemblies and sharing of club board meeting agendas and decisions | | | | |
| Actions | | Lead | Launch | Complete |
| 2.3.1 | Emphasize the value of regular club assemblies for communication and authorization of important club decisions. Objective 1: DG include at PETS - linked to the Club Plans. Objective 2: ADG’s reiterate message when they meet area presidents. | DG, ADGs | | |
| 2.3.2 | Encourage the publication of a Club Board meeting agenda and the distribution of minutes of Club Board meetings. Objective 1: DG include at PETS - linked to the Club Plans. Objective 2: ADGs reiterate message when they meet area presidents. | DG, ADGs | | |

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| Strategy 2.4 | Promote and foster a culture of systematic orientation of new members | | | |
| Actions | | Lead | Launch | Complete |
| 2.4.1 | Develop a sample PowerPoint and other informational material that any club can adapt for orientation purposes. Objective: District Membership Chair provide examples at the Membership Seminar of the PowerPoint and materials | Membership Chair & DG | | |
| Strategy 2.5 | Encourage attendance of club members to Rotary Leadership Institute (RLI) | | | |
| Actions | | Lead | Launch | Complete |
| 2.5.1 | Promote benefits of RLI to (a) learn about Rotary, and (b) learn leadership skills. Objective 1: DG include at PETS - linked to the Club Succession Planning. Objective 2: ADG's reiterate message when they meet area presidents. | DG, ADGs | | |
| 2.5.2 | Link RLI and PETS as strong preparation for club presidency. Objective 1: DG include at PETS - linked to the Club Succession Planning Objective 2: ADG's reiterate message when they meet area presidents | DG, ADGs | | |
| 2.5.3 | Provide early notification of locations, both in District and neighboring Districts, via DG newsletters. Objective: Regular inclusion in DG's newsletter. | DG | | |
| Strategy 2.6 | Link the nomination of District Officers to the training and qualification provided by RLI | | | |
| Actions | | Lead | Launch | Complete |
| 2.6.1 | When seeking nominations for District officers, ask clubs to give preference to members who have qualified through the RLI process Objective: Monitor the pattern of RLI qualified nominations | Nominating Committee | | |

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| Strategy 2.7 | Activate the College Of Governors (COG) to assist clubs in planning and executing their club work plans | | | |
| Actions | | Lead | Launch | Complete |
| 2.7.1 | Identify Clubs that are considered at risk and link individual PDG's to assist them. Objective1: DG observations at official club visits. Objective 2: ADG's interaction with clubs, followed by reporting at bi-monthly council meetings. Objective 3: Liaison at District Council meeting with the President of the COG to determine appropriate interventions. | DG, ADGs | | |
| 2.7.2 | Use ADGs to identify president-elects who would appreciate help in the planning process, then link them to COG. Objective1: DG observations at official club visits. Objective 2: ADG's interaction with clubs, followed by reporting at bi-monthly Council Meetings. Objective 3: Liaison at District Council Meeting with the President of the COG to determine appropriate interventions. | ADGs | | |
| Strategy 2.8 | Review the structure of district committees and the tenure of committee members to maximize the support the committees provide to clubs | | | |
| Actions | | Lead | Launch | Complete |
| 2.8.1 | Use the MOP to build strong committee support, capable of taking over the chair position – for the most part annually. Objective: Effective planning involving the Operations Committee. | DG and Chairs | | |
| 2.8.2 | Appoint committees and update information on District database early in Rotary year. Objective: Effective planning involving the Operations Committee | DG and Chairs | | |
| 2.8.3 | Feature committee activities regularly in the DG's newsletter. Objective: Publication of monthly newsletter by DG who invites regular committee reports as the basis of articles. | DG | | |

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| 2.8.4 | <p>Review the MOP after each Council of Legislation. Objective 1: DG to create a working committee from the COG to undertake a systematic review. Objective 2: DG publishes recommendations for any required changes to MOP at appropriate time for legitimate voting process to take place.</p> | DG | | |
|-------|--|----|--|--|

| Rotary's Image | | | | |
|-----------------------|---|-------------|---------------|-----------------|
| Goal 3 | Enhance the Image of Rotary | | | |
| Strategy 3.1 | Establish the support role of District Communications Officer (DCO) | | | |
| Actions | | Lead | Launch | Complete |
| 3.1.1 | <p>Provide support for clubs as they create, improve their Website as part of the District Website. Objective 1. Maintain a Website that tells the story of Rotary and club activities; the District Website provides links to clubs arranged by community and meeting dates.</p> | DCO | | |
| 3.1.2 | <p>Encourage district-wide promotion of individual club events through use of the District Website. Objective: All club events identified appropriately and included in the District Calendar.</p> | DCO | | |
| 3.1.3 | <p>Establish a clear functional structure between DCO and District Public Relations Chair. Objective: Definition of responsibilities and communication processes in place.</p> | DG | | |
| Strategy 3.2 | Emphasize the need for Public Relations/information activity at all clubs | | | |
| Actions | | Lead | Launch | Complete |
| 3.2.1 | <p>Emphasize the increasing need for publicity at club and district level Objective: 1. Achieve publicity for high-impact club events, project activities and awards presentations. Objective: 2 Arrange for digital photos for transferring images on a timely basis; photos of scholarship recipients and local project hand-over ceremonies.</p> | DG | | |

**Rotary District 7710
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| 3.2.2 | Connect with the PR chair at each club. Objective: DPR to have complete list of Club PR chairs and have a “broadcast capacity” through the district database | District Public Relations Chair (DPR) | | |
| 3.2.3 | Review and update PR material available through District Website. Objective 1: Minimum 6 month review of materials. Objective 2: DPR receives regular updates of RI material and links. | DPR and Web-master | | |
| 3.2.4 | Encourage the generation and distribution of club newsletters and recognition at the District Conference of the “best” and examples of all. Objective 1: Conference Chair builds in appropriate time and processes for recognition. Objective 2: Examples displayed at District Conference. | DG, Conference Chair, Awards Chair | | |
| Strategy 3.3 Publicize high-impact projects through celebratory ceremonies including community officials | | | | |
| Actions | | Lead | Launch | Complete |
| 3.3.1 | Liaison between committee chairs and DPR to identify “high impact” projects. Objective: DG to liaise with DPR after each bi-monthly council meeting to share club activity information. | DG, Chairs & DPR | | |
| 3.3.2 | Create communication channels with local TV and radio stations. Objective: Clubs to consider investing in a digital projector for use by its speakers and for ease of collecting digital information (e.g. PowerPoint presentations). | DPR | | |
| 3.3.3 | Identify community officials connected with projects and publicize local humanitarian and educational programs. Objective 1: Rotary clubs initiate lists for use by District Public Relations Chair. Objective 2: Sponsor public forum on local community issues. Handled properly, a program related to community issues by political candidates can be achieved. Forum regarding town development and/or zoning issues may be sponsored by Rotary. Objective 3: Sponsor local humanitarian and educational activities. Community projects that are sustainable are good image builders. Scholarships to students should be highlighted. Assistance to training entities usually makes a good story. | Chairs | | |

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| 3.3.4 | Suggest that clubs consider selecting a Vocational Person of the Month (VPM) and honor that person at a club meeting. Use this as a publicity opportunity. Consider honoring all VPM at an end-of-year event. Objective: VPM recognition by clubs | DG, ADGs | | |
| 3.3.5 | Encourage clubs to seek opportunities for members to speak to schools, etc., on ethical behavior and character education. Objective 1: Maintain an active list of members willing and able to present programs. Objective 2: Club Rotarian speakers to be utilized by club members with connections to educational institutions. | Luther Hodges Chair | | |

| World Peace and Multi-cultural Understanding | | | | |
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| Goal 4 | Advance the cause of world peace and multi-cultural understanding | | | |
| Strategy 4.1 | Support scholar programs, GSE and youth exchanges | | | |
| Actions | | Lead | Launch | Complete |
| 4.1.1 | Strengthen the Youth Exchange (YE) committee and ensure funding is adequate. Objective: To have district, club and individual support for vibrant YE activity. | DG & Finance | | |
| 4.1.2 | Emphasize the scholar programs at DG official visits. Objective: Include in official visit message. | DG | | |
| 4.1.3 | Encourage clubs to identify and nominate potential scholars Objective: Include in official visit message and encourage inclusion in club's annual plans. | DG, ADGs | | |
| 4.1.4 | Publicize GSE participation in local newspapers early in Rotary year. Objective: Local and regional press and media coverage of both incoming and outward GSE teams. | Chair & DPR In/Out GSE Chairs | | |
| 4.1.5 | Encourage clubs and Rotarians, either individually or in cooperation with others, to be hosts for incoming GSE team members. Objective 1: DG to give regular coverage in DG newsletter. Objective 2: Include in official visit message. | Incoming GSE Chair, ADGs, DG | | |

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| Strategy 4.2 | Highlight Rotary World Peace Fellows and Ambassadorial & Cultural Scholars as they are selected and encourage them to share their experiences with clubs on their return. | | | |
| Actions | Lead | Launch | Complete | |
| 4.2.1 | Use the DG newsletter to highlight winners of scholarships. Objective: Publicity for winners in DG newsletter. | DG | | |
| 4.2.2 | Ensure scholars are made aware of their club visit obligations when outbound orientation takes place. Objective: Track number of visits made. Provide publicity through DG newsletter. | District Trainer, Scholarship Committee Chair | | |
| 4.2.3 | Keep contact details of scholars up to date with Alumni Chair. Objective 1: Details of all recipients of Rotary financial support (e.g. scholars) copied to the Alumni Chair Objective 2: Any changes of address/contact details to be provided to Alumni Chair | Alumni Chair. GSE Chairs, District Trainer | | |
| Strategy 4.3 | Utilize scholars as speakers at club programs, District Assemblies and District Conference | | | |
| Actions | Lead | Launch | Complete | |
| 4.3.1 | Ensure suitable speakers are available. Objective: Up to date contact information in place. | Alumni Chair | | |
| 4.3.2 | Organizers of District assemblies and conferences liaise with Alumni Chair. Objective: Successful presentations that communicate the value of scholar/GSE programs. | DG, etc. | | |
| Strategy 4.4 | Emphasize the importance of support for the Rotary Foundation – both its Annual Giving Program and its Permanent Fund through education and exposure to successful programs. | | | |
| Actions | Lead | Launch | Complete | |
| 4.4.1 | Identify potential permanent fund donors and appoint Foundation Area Advisors and a number of specialists who can assist such potential permanent fund donors. Objective: Permanent Fund team in place and actively liaising with advisors. | Foundation Chair & DG | | |
| 4.4.2 | Stress Foundation at PETS and club visits. Objective: Improved awareness of, and support for, TRF – demonstrated by targets achieved. | DG | | |

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| 4.4.3 | Use DG newsletter to give examples of how club Foundation donations fund international and local projects. Objective: regular articles published. | Foundation Chair & DG | | |
| 4.4.4 | Arrange for a Foundation seminar early in the Rotary year. Objective: Foundation seminar conducted within first quarter. | Foundation Chair & DG | | |
| 4.4.5 | Keep up-to-date on history of giving for individual clubs. Relay information regularly to District Council. Objective: All parties have current data in format that can be used to promote TRF. | Chair & DGN | | |
| Strategy 4.5 | | | | |
| Recognition of Paul Harris Fellows, Paul Harris Society (PHS) members, Permanent Fund contributors, Major Donors and Sustaining Members annually at high profile events. | | | | |
| Actions | | Lead | Launch | Complete |
| 4.5.1 | Establish processes to identify potential PHS members and work with District Secretary to make sustained contact with them. Remind PHS members on their donation anniversary, to donate. Keep accurate records of donation activity. Objective: Increased membership in PHS and regular donations by members. | PHS chair & District Secretary | | |
| 4.5.2 | Arrange for recognition, probably as part of District Conference. Objective: Recognition for all PHS members. | Foundation Chair | | |
| 4.5.3 | Encourage clubs to identify an outstanding business or professional leader in their community for Paul Harris Fellow recognition. Objective: Clubs give recognition to community members and gain publicity locally. | Foundation Chair | | |