

# Rotary District 6910

## FY21 – FY23 Strategic Plan

*Approved by Rotary District 6910 Board of Directors on October 9, 2020*

### **Vision Statement**...*what we want to achieve or accomplish in the future*

Together, we see a District where Rotary Clubs and Rotarians unite to take action creating lasting change across the globe, in our communities, and in ourselves.

### **Mission Statement**...*why we exist*

To provide the Rotary Clubs within the District the support to carry out their mission, the mission of Rotary International, and the Object of Rotary.

### **Core Values**...*our fundamental convictions, values, and character*

- Fellowship
- Integrity
- Diversity
- Service
- Leadership

### **Strategic Priorities**...*key areas we must address as we work to achieve our mission*

1. Increase Our Impact
2. Expand Our Reach
3. Enhance Participant Engagement
4. Increase Our Ability to Adapt

**Objectives**...*describe the specific strategies within each strategic priority that must be performed for us to achieve our desired results. Objectives, along with specific performance measures will be used to determine progress towards overall strategic priority.*

<b>Strategic Priority 1</b> <b>Increase Our Impact</b>	<b>Strategic Priority 2</b> <b>Expand Our Reach</b>	<b>Strategic Priority 3</b> <b>Enhance Participant Engagement</b>	<b>Strategic Priority 4</b> <b>Increase Our Ability to Adapt</b>
<b>Objectives:</b> <ol style="list-style-type: none"><li>1. Support the Rotary Foundation</li><li>2. Encourage, facilitate, and enable opportunities for Clubs to serve locally and globally</li></ol>	<b>Objectives:</b> <ol style="list-style-type: none"><li>1. Grow and diversify our membership</li><li>2. Build awareness of our impact and brand</li></ol>	<b>Objectives:</b> <ol style="list-style-type: none"><li>1. Provide support and services to clubs to better engage their members</li><li>2. Provide opportunities for personal and professional connections</li><li>3. Provide leadership development and skills training</li></ol>	<b>Objectives:</b> <ol style="list-style-type: none"><li>1. Build a culture of research, innovation, and willingness to take risks</li><li>2. Streamline governance, structure, and processes to foster more diverse perspectives in decision-making</li><li>3. Increase use of technology and virtual engagement of members</li><li>4. Encourage clubs to develop innovative opportunities for club membership</li></ol>

## Strategic Priority 1: Increase Our Impact

### Objective 1: Support the Rotary Foundation

#### *How will we MEASURE progress for this objective?*

- Increase the \$ amount contributed to the Rotary Foundation
- Increase the \$ amount contributed to End Polio Now
- Increase the # of Rotarians contributing at least \$25 per year to the Rotary Foundation
- Increase the # of Sustaining Members (\$100/year) to the Rotary Foundation
- Increase the # of Paul Harris Society Members (\$1k or more per year to the Rotary Foundation)
- Increase the # of Benefactors (\$1k via will, estate plan, or outright gift) each year
- Increase the # of Bequest Society Members (\$10k via will or estate plan)
- Increase the # of Major Donors (cumulative giving has reached \$10k)
- Increase the # of Rotarians making individual contributions to End Polio Now
- Increase the # of Clubs hosting Polio events (fundraising or educational) each year

### Objective 2: Encourage, facilitate, and enable opportunities for Clubs to serve locally and globally

#### *How will we MEASURE progress for this objective?*

- Increase the # of Clubs participating in global grants
- Increase the # of Clubs participating in district grants
- Increase the # of Clubs reporting the details of their projects on Rotary Club Central
- Increase the # of Clubs that have a signature project

## Strategic Priority 2: Expand Our Reach

### Objective 1: Grow and diversify our membership

#### *How will we MEASURE progress for this objective?*

- Increase the # of Rotarians in District 6910
- Increase the % of Rotarians under 50
- Increase the % of women in Rotary
- Increase the # of Rotaract clubs and members
- Increase the # of Interact clubs
- Increase the % of racial minorities in Rotary

### Objective 2: Build awareness of our impact and brand

#### *How will we MEASURE progress for this objective?*

- Increase the # of social media followers on District social media
- Increase the # of District Grant funded club service projects highlighted on social media
- Increase the # of entries from Clubs in Rotary Showcase
- Increase the # of Clubs receiving Public Image Citations
- Increase the traffic to the District website
- Increase the readability of the District newsletter

## Strategic Priority 3: Enhance Participant Engagement

### Objective 1: Provide support and services to clubs to better engage their members

#### How will we MEASURE progress for this objective?

- Increase # of clubs participating in District Recognition Programs
- Increase the District wide Member Retention rate
- Increase the # of Rotarians participating in district events
- Track the number of Rotarians engaged in District activities by club and area

### Objective 2: Provide opportunities for personal and professional connections

#### How will we MEASURE progress for this objective?

- Increase # of attendees at District Conference
- Increase # of attendees at district-wide events
- Increase # of attendees at area and/or multi-club events
- Increase # of attendees at Zone or higher training events
- Increase # of attendees at International Convention

### Objective 3: Provide leadership development and skills training

#### How will we MEASURE progress for this objective?

- Increase # of Rotarians participating in various district training opportunities
- Increase # of Rotarians utilizing on-line training at District, Zone, and RI
- Increase # of Rotarians participating in RLI

## Strategic Priority 4: Increase Our Ability to Adapt

### Objective 1: Build a culture of research, innovation, and willingness to take risks

#### How will we MEASURE progress for this objective?

- Develop and establish a District 6910 database for clubs to share best practices within the next 3 years in addition to Rotary Showcase.

### Objective 2: Streamline governance, structure, and processes to foster more diverse perspectives in decision-making

#### How will we MEASURE progress for this objective?

- Increase the diversity of race, age, and gender serving on District 6910 board, committees and/or serving as an Assistant Governor within 3 years.
- Increase the number of clubs with representatives serving on the District 6910 board, committees and/or serving as an Assistant Governor within 3 years.

### Objective 3: Increase use of technology and virtual engagement of members

#### How will we MEASURE progress for this objective?

- Increase the number of members attending district virtual events.
- Increase the number of clubs with all club leadership recorded in DACdb
- Increase the number of members completing Rotary Learning Center classes

**Objective 4: Encourage clubs to develop innovative opportunities for club membership**

*How will we MEASURE progress for this objective?*

- Increase the # of clubs with a corporate or other creative membership types
- Increase the # of clubs of each type in District 6910

# Rotary District 6910 Balanced Scorecard

## Strategic Priority 1: Increase Our Impact

Objective	Performance Measures	Baseline	FY21		FY22		FY23	
			Target	Actual	Target	Actual	Target	Actual
1. Support the Rotary Foundation	Increase the \$ amount contributed to the Rotary Foundation							
	Increase the \$ amount contributed to End Polio Now							
	Increase the # of Rotarians contributing at least \$25 per year to the Rotary Foundation							
	Increase the # of Sustaining Members (\$100/year) to the Rotary Foundation							
	Increase the # of Paul Harris Society Members (\$1k or more per year to the Rotary Foundation)							
	Increase the # of Benefactors (\$1k via will, estate plan, or outright gift) each year							
	Increase the # of Bequest Society Members (\$10k via will or estate plan)							
	Increase the # of Major Donors (cumulative giving has reached \$10k)							
	Increase the # of Rotarians making individual contributions to End Polio Now							
	Increase the # of Clubs hosting Polio events (fundraising or educational) each year							
2. Encourage, facilitate, and enable opportunities for	Increase the # of Clubs participating in global grants							
	Increase the # of Clubs participating in district grants							

Clubs to serve locally and globally	Increase the # of Clubs reporting the details of their projects on Rotary Club Central							
	Increase the # of Clubs that have a signature project							

# Rotary District 6910 Balanced Scorecard

## Strategic Priority 2: Expand Our Reach

Objective	Performance Measures	Baseline	FY21		FY22		FY23	
			Target	Actual	Target	Actual	Target	Actual
1. Grow and diversify our membership	Increase the # of Rotarians in District 6910							
	Increase the % of Rotarians under 50							
	Increase the % of women in Rotary							
	Increase the # of Rotaract clubs and members							
	Increase the # of Interact clubs							
	Increase the % of racial minorities in Rotary							
2. Build awareness of our impact and brand	Increase the # of social media followers on District social media							
	Increase the # of District Grant-funded club service projects highlighted on social media							
	Increase the # of entries from Clubs in Rotary Showcase							
	Increase the # of Clubs receiving Public Image Citations							
	Increase traffic to the District website							
	Increase readability of District newsletter							

# Rotary District 6910 Balanced Scorecard

## Strategic Priority 3: Enhance Participant Engagement

Objective	Performance Measures	Baseline	FY21		FY22		FY23	
			Target	Actual	Target	Actual	Target	Actual
1. Provide support and services to clubs to better engage their members	Increase # of clubs participating in District Recognition Programs							
	Increase the District wide Member Retention Rate							
	Increase the # of Rotarians participating in District events							
	Track the # of Rotarians engaged in District activities by club and area							
2. Provide opportunities for personal and professional connections	Increase the # of attendees at District Conference							
	Increase the # of attendees at District-wide events							
	Increase the # of attendees at area and/or multi-club events							
	Increase # of attendees at Zone or higher training events							
	Increase # of attendees at International Convention							
3. Provide leadership development and skills training	Increase the # of Rotarians participating in various district training opportunities							
	Increase # of Rotarians utilizing on-line training at District, Zone, and RI							
	Increase # of Rotarians participating in RLI							



# Rotary District 6910 Balanced Scorecard

## Strategic Priority 4: Increase Our Ability to Adapt

Objective	Performance Measures	Baseline	FY21		FY22		FY23	
			Target	Actual	Target	Actual	Target	Actual
1. Build a culture of research, innovation, and willingness to take risks	Develop and establish a District 6910 database for clubs to share best practices within the next 3 years in addition to Rotary Showcase							
2. Streamline governance, structure, and processes to foster more diverse perspectives in decision-making	Increase the diversity of race, age, and gender serving on District 6910 board, committees, and/or serving as an Assistant Governor within 3 years							
	Increase the # of clubs with a representative serving on the District 6910 board, committees and/or serving as an Assistant Governor within 3 years							
3. Increase use of technology and virtual engagement of members	Increase the # of members attending virtual events							
	Increase the # of clubs with all club leadership recorded in DACdb							
	Increase the # of members completing Rotary Learning Center classes							
4. Encourage clubs to develop innovative opportunities for club membership	Increase the # of clubs with a corporate or other creative membership types							
	Increase the # of Clubs of each type District 6910							