



# DISTRICT STRATEGIC PLAN 2017-20

PRESENTER: DGE Waddy Sowma

April 2017

Rotary



# CONTENTS

- *VISION*
- *MISSION*
- *4 GENERAL DISTRICT OBJECTIVES*

# VISION

To be recognized as the premier service organization in our region dedicated to peace.

# MISSION STATEMENT

Embracing the Object of Rotary, our mission is its representation and promotion in D7030, through:

- Support of club operations
- Oversight of all clubs and programs to ensure alignment with Rotary International policies and practices
- Development of depth and continuity in a structure to facilitate a balanced approach to both current demands and future challenges

# DISTRICT OBJECTIVES

- Strengthen District Administration
- More training at District and Club level
- Better communication
- Align Club Goals and District Goals with RI Goals

# DISTRICT ADMINISTRATION

- *Centralize secretariat and banking operations*
- *Establish clear and transparent guidelines for management of funds and financial statements*
- *Archive Financial and other Statements, Budgets, etc.*

# TRAINING

- *Create and financially support a District Training Team to implement District wide training on different topics*
- *Organize Rotary Leadership Institution sessions within the District*

# COMMUNICATION

- Continue efforts for multi-lingual communication with clubs
  - Website
  - Newsletter
  - Official documents



# ALIGN CLUB OBJECTIVES WITH RI PRIORITIES

- Support and Strengthen Clubs
- More service
- Enhance Public Image and Awareness of Rotary
- Support Rotary Foundation and its programs

# SUPPORT AND STRENGTHEN CLUBS

- *Encourage clubs to have an effective strategic plan for the next 3 years and set annual goals in RCC*
- *Develop club leaders with transition, training and development plans*
- *Implement the Club Leadership Plan and the proposed Club Committee structure of Rotary International*

# MEMBERSHIP

- Focus on engagement and recruitment
- Focus on diversity: gender, religion, age and classification
- Create and update the Club Membership plan



# INCREASE HUMANITARIAN SERVICE

- *Projects with wide and **sustainable** an impact on the community*
- *Use the Grant system*
- *Create partnering opportunities outside and within the District*

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# VOCATIONAL SERVICE

- **Promote high ethical standards in business and professions**
  - *Develop projects that allow members to use their business and professional resources and skills*



# YOUTH SERVICE

- **SUPPORT YOUTH DEVELOPMENT AND NURTURE FUTURE ROTARIANS**
  - *Support, encourage, guide, mentor, advise and build relationships with Rotaract, Interact clubs to ensure effective development and growth*
  - *Engage in joint projects with our Youth Clubs*

## YOUTH SERVICE ( continued )

- *Develop strategies to ensure effective transfer from Early Act to Interact to Rotaract to Rotary*
- *Meet obligations stipulated in the Early act, Interact and Rotaract by-laws*
- *Support participation in District Youth Programs such as RYLA, Model United Nations and Youth Exchange*

# ENHANCE PUBLIC IMAGE AND AWARENESS OF ROTARY

- *Develop an effective PR strategy including:*
  - . *Issue of club bulletin/newsletter that is distributed to both internal and external stakeholders*
  - . *Train Rotarians in effective PR and Communication*



# PUBLIC IMAGE AND AWARENESS OF ROTARY

- . Build strong relationships with local media*
- . Effective use of social media strategies*
- . Make use of RI visual guidelines for branding purposes*
- . Encourage Rotarians to wear their Rotary pins at all times ( It's a powerful brand )*

# SUPPORT OUR ROTARY FOUNDATION

- *Ensure that members understand the Foundation and its work and the importance of contributions*
- *Consider applying for Grants and the different Foundation Programs*