

District Strategic Plan

Visioning Statement

The purpose of District 6780 is to provide service to others, promote integrity, and advance world understanding, goodwill and peace through our fellowship of business, professional, and community leaders. Rotary is an organization whose worth and purpose lies in future activities and the promotion of its ideals. These ideals are based on the fundamentals of Rotary and continual input of its members. Through District and Club visioning events, each segment of the organization will establish the future direction and goals such as:

- Expansion of our membership in numbers and diversity
- Promotion of Youth Service to insure future growth and develop future leaders and good citizens
- Increase member participation in club, district and global projects and humanitarian service
- Live by the idea of service above self and giving back to the community to make a better world
- Improve fund raising efforts and contributions to support projects and the Foundation
- Tell our Rotary story to the community

Specific Goals to Accomplish the Vision of District 6780 in consensus with Rotary International's Strategic Plan

Support and strengthen the District

- 1. Add 2 new clubs with a non-typical format of meetings**
- 2. Give a special award to clubs who have shown excellence in all Five Avenues of Service at the District Conference**
- 3. Develop a targeted demonstration program (Action Team) to assist clubs in increasing membership**
- 4. Strive for every club to be represented at all District Training events**
- 5. Continue District Leadership Academy by recruiting actively and having 100 graduates over 3 years**
- 6. Promotion of clubs participation in common/join service projects**
- 7. Develop a training session for new presidents at Pre-Pets instructing on how to start new clubs or different types of clubs**

Focus and Increase Humanitarian Service in the District

- 1. Prepare clubs for post-polio eradication**
- 2. Give awards to clubs for youth engagement**
- 3. Support Interact Clubs and RYLA participation**
- 4. Have at least 1 Global Grant where District 6780 is the host**
- 5. 100% club participation in World Rotary Day**

6. Train clubs in “sustainability” best practices
7. Create a menu of best service projects for clubs as a resource
8. 100% participation by clubs in “community service project day”

Enhance our Public Image and Awareness in the Districts

1. Successfully utilize popular social media outlets to engage and attract members
2. Recommend clubs have signature service projects recognized in their area
3. Develop a one page description of what Rotary District 6780 is all about
4. Celebrate District 6780’s 100th Anniversary and the Rotary Foundation’s 100 anniversary
5. Recommend every club enhance their local media awareness of Rotary
6. Develop a template for clubs to use for media outlets
7. Promote use of District Grants for Public Relations
8. Strive for every club’s recognition in local media for a service project on World Rotary Day
9. Celebrate Polio Eradication with 4 public events