

Increase
our impact.

Expand
our reach.

Enhance
participant
engagement.

Increase our
ability to adapt.

Priority 1 - Increase our Impact

- “Grow more, do more” ~President Shekhar
 - Increase Membership to 2000
 - Charter 3 new clubs
- Encourage and facilitate multi-club projects
- Encourage and facilitate multi-district projects
 - Rotary Days of Service project in Region 36
- Begin process of engaging in a District Global Project
- Build partnerships outside of Rotary
- Celebrate what individual Rotarians are doing in their communities
- Community survey - what’s important in each community
- Foundation giving goal: \$200,000
- Polio giving goal: \$50,000

Priority 2 - Expand our Reach

- District-wide Public Image Campaign
 - Create digital assets for District and Club use
 - Add Instagram and LinkedIn to District social media platforms
 - Provide education and support to clubs
 - Increase social media followership by 100%
- Young Leaders Fellowship
 - Connect young leaders from across the district for fellowship, service, and leadership development
- Inclusion Imperative
 - Increase educational/exposure opportunities for Rotarians to grow in their knowledge of DEI
 - Direct recruiting at networking events
 - Encourage Clubs to adopt suggested best practices
- Increase Youth Involvement
 - Prepare for return to RYE
 - Involve Alumni in District and Club events
 - Expand RYLA participation District-wide

Priority 3 - Enhance Participant Engagement

- Grow our attitude and pride—“We are the place to be”
- Conduct 3 Rotary Vibrant Club Workshops around the District
- Increase AGs support of Club Presidents and Boards
- Increase District Committees’ support of Club Committees
- Grow engagement on the District level
 - Attendance at District events
 - Increase Committee involvement
- Expand and use opportunities to celebrate Clubs and Rotarians

Priority 4 - Increase our Ability to Adapt

- Encourage and facilitate Rotarians engaging in Rotary.org / learning center
- Educate and support Clubs adapting their membership structures to support retention and recruitment efforts
- Create Bitmoji Classrooms to help increase Rotary knowledge
 - New members
 - Club leadership roles
- Use Covid as an advantage to re-engage members and get new members