



# **DISTRICT 7390 STRATEGY**

## **2009-2012**

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### **VISION STATEMENT**

*(What we ought to be)*

**Our Vision is of a world-class District focusing on Rotary International and Rotary Foundation goals and providing support to Club efforts to fulfill the ideal of service.**

### **MISSION STATEMENT**

*(What we need to do)*

**The mission of Rotary District 7390 is to support its member clubs in fulfilling the ideal of service by communicating district wide the work of Rotary.**

#### **GOAL # 1**

##### **CREATE A MORE EFFECTIVE DISTRICT ORGANIZATION**

- By reviewing District organization to maintain the cost of operations.
- By requiring all committees to report annually on use of their funds so the District financial condition can be shown with more transparency.
- By developing and continually improving the District website into a first source of information for members, Clubs, and the general public.
- By finding more ways for the district office to help Clubs and improving the effectiveness of methods the District uses to help them.
- By involving more Club members on District committees.

#### **GOAL # 2**

##### **ESTABLISH STRONGER LEADERSHIP**

- By providing leaders with training through Pre-PETS and President-Elect Training Sessions.
- By marketing the Rotary Leadership Institute to better prepare potential leaders
- By evaluating and improving the program content for all District seminars to encourage Rotarian attendance.
- By continuing the Awards Committee to insure Clubs and individuals receive appropriate recognition.

#### **GOAL # 3**

##### **INCREASE MEMBERSHIP**

- By sponsoring a Membership Seminar early in the Rotary year.
- By sharing the best practices of successful Clubs and Districts for recruitment and retention of members.
- By expanding the responsibility of the District Public Image Committee to assist Clubs in promoting Rotary.

## **GOAL # 4**

### ***INCREASE FOUNDATION GIVING***

- By promoting EREY (Every Rotarian Every Year) and \$100 per capita giving.
- By promoting the Paul Harris Society and the White Hat Society.
- By sponsoring a Rotary Foundation Seminar early in the Rotary year.
- By expanding the make-up of The Rotary Foundation Celebration Dinner Committee to include individuals who will be involved in future years.

## **GOAL # 5**

### ***ENHANCE DISTRICT PROJECTS AND PROGRAMS***

- By developing a District-wide Interact organization to better coordinate, implement, and publicize Interact programs and projects.
- By promoting the Youth Study Exchange program to all Clubs in the District.
- By maintaining a list of programs that might be used by the Clubs.
- By maintaining a list of successful fundraising ideas.
- By maintaining a list of successful projects.
- By reviewing periodically the progress and value of existing District projects to ensure their continued relevancy and value.
- By expanding the make-up of the District Conference Committee to include past and future Conference Leadership.

## ***IMPLEMENTATION***

The implementation of this District Strategy for Rotary years 2009-2012 will be at the discretion of the District Governor for each year. Each may emphasize different aspects of the strategy and/or add other features as the times and events dictate.