

**District 6440 Strategic Plan**  
**July 1, 2021 to June 30, 2024**

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## **FOCUS AREA**

### **SMART Goal: Membership (Diversity, Retention, Growth, Engagement, Purpose)**

<b>Acronym</b>	<b>Description</b>	<b>Developing SMART Goals</b>
<b>S</b>	<b>Specific</b>	<ul style="list-style-type: none"><li>• Develop strategies to grow year over year membership growth by 10% a year.</li><li>• Develop strategies to reduce year over year terminations of existing membership by 20%.</li><li>• Increase the net number of all types of clubs in the District by 3 clubs per year.</li><li>• Create a user friendly Membership web page for D6440 that will be a one-stop repository of data, tools and training materials used for member recruitment, retention and engagement by 12/31/2021.</li></ul>
<b>M</b>	<b>Measureable</b>	<ul style="list-style-type: none"><li>• The Membership Chair will use the District Membership Profile Report to create a progress report to be presented at Assistant Governor meetings and District Leadership Meetings, once every 2 months.</li></ul>
<b>A</b>	<b>Attainable</b>	<ul style="list-style-type: none"><li>• This is attainable if we create a best practices document/manual that provides among other things a 24 month calendar for creating new clubs and onboarding new members, and encourage all clubs to adopt the practices therein.</li></ul>
<b>R</b>	<b>Relevant</b>	<ul style="list-style-type: none"><li>• This is the future of Rotary. It is not a wish, but a mandate.</li></ul>
<b>T</b>	<b>Time Bound</b>	<ul style="list-style-type: none"><li>• Identified above</li></ul>

## FOCUS AREA

### SMART Goal: Service (Enable, not promote)

Acronym	Description	Developing SMART Goals
<b>S</b>	<b>Specific</b>	<ul style="list-style-type: none"><li>• Encourage clubs to have service projects in lieu of regular meetings in areas of service attractive to different demographics / interest groups.</li><li>• Hold a quarterly District Serve and Showcase ZOOM.</li><li>• Create a clearinghouse of club service projects including basic information, contact names, requests for volunteers if applicable.</li></ul>
<b>M</b>	<b>Measureable</b>	<ul style="list-style-type: none"><li>• Create a jot form for clubs to indicate the service projects they engage in. The jot form will request the amount of time, the number of people engaged in each project and permission to share with other clubs.</li><li>• Include a multi-club service project in the Governor's challenge.</li></ul>
<b>A</b>	<b>Attainable</b>	<ul style="list-style-type: none"><li>• The District community service committee will provide club chairs with the tools that are necessary to accomplish the above.</li></ul>
<b>R</b>	<b>Relevant</b>	<ul style="list-style-type: none"><li>• Service projects are the reason many people are attracted to and remain in Rotary</li><li>• Many clubs are seeking new service project ideas</li></ul>
<b>T</b>	<b>Time Bound</b>	<ul style="list-style-type: none"><li>• 2021-22</li></ul>

## FOCUS AREA

**SMART Goal: Education (help clubs navigate, act as liaison to the broader Rotary world, awareness and connection).**

Acronym	Description	Developing SMART Goals
<b>S</b>	<b>Specific</b>	<ul style="list-style-type: none"> <li>• Create an Orientation program using the Learning Center for &lt;1 year Rotarians to introduce Clubrunner and My Rotary.</li> <li>• 90% of 1st year Rotarians are logged into My Rotary and have downloaded the Club Runner phone app.</li> <li>• Create a Continuing Education program 101 using the Learning Center for 1-3 year Rotarians.</li> <li>• Create a Continuing Education program 201 using the Learning Center for 3-5 year Rotarians.</li> <li>• Create an Orientation program using the Learning Center and Best Practices for Assistant Governors.</li> <li>• Encourage members/leaders to use the Learning Center to develop leadership and other skills.</li> </ul>
<b>M</b>	<b>Measureable</b>	<ul style="list-style-type: none"> <li>• Use a Jot Form checklist to assist existing members in orienting new members.</li> <li>• Review monthly learning center reports to measure learning center activity.</li> </ul>
<b>A</b>	<b>Attainable</b>	<ul style="list-style-type: none"> <li>• The District trainer team will develop Club runner and My Rotary training aids</li> </ul>
<b>R</b>	<b>Relevant</b>	<ul style="list-style-type: none"> <li>• Yes, if we want to engage our members we need to better communicate all that Rotary has to offer.</li> <li>• Exposure and access to the larger Rotary world, beyond the individual club, strengthens member's engagement and commitment.</li> </ul>
<b>T</b>	<b>Time Bound</b>	2021-22

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## FOCUS AREA

### SMART Goal: Fellowship and Friendship

Acronym	Description	Developing SMART Goals
<b>S</b>	<b>Specific</b>	<ul style="list-style-type: none"><li>• Encourage Clubs to collaborate on environmental projects. service projects, joint celebrations, i.e. installation dinners, holiday parties, etc.</li><li>• Create a friendship exchange alumni association and encourage friendship exchanges.</li><li>• Create an active and vibrant relationship with sister districts.</li><li>• Annual District Fellowship event geared around service.</li></ul>
<b>M</b>	<b>Measureable</b>	<ul style="list-style-type: none"><li>• During 2021-22 District 6440 has 3 or more projects, celebrations, etc. with 3 or more clubs participating in each project or celebration.</li><li>• During 2022-23, 2023-24 District 6440 has 5 or more projects, celebrations, etc. with 4 or more clubs participating in each project or celebration.</li><li>• Friendship exchange committee established.</li><li>• Regular Sister District interaction.</li></ul>
<b>A</b>	<b>Attainable</b>	<ul style="list-style-type: none"><li>• Governors Challenge</li><li>• Cooperative/Multi-Club Grants</li><li>• District Financial Assistance</li></ul>
<b>R</b>	<b>Relevant</b>	<ul style="list-style-type: none"><li>• Besides service, many individuals join Rotary for the fellowship it provides.</li><li>• District wide activities increase individual's connections with Rotarians from other clubs</li></ul>
<b>T</b>	<b>Time Bound</b>	<ul style="list-style-type: none"><li>• 2021-22</li><li>• Annually</li></ul>

## FOCUS AREA

### SMART Goal: Stewardship and Grants

Acronym	Description	Developing SMART Goals
<b>S</b>	<b>Specific</b>	<ul style="list-style-type: none"> <li>Meet almost quarterly with Club Foundation Chairs emphasizing EREY and Polio Plus thereby               <ul style="list-style-type: none"> <li>Increasing fundraising for both their internal causes and The Rotary Foundation.</li> <li>Educating Foundation Chairs as to their role.</li> <li>Quarterly Focus topics, i.e. point, recognition, report awareness</li> <li>Club Foundation help topics</li> </ul> </li> <li>Encourage Clubs to do meetings emphasizing issues discussed and shared at Almost Quarterly District meetings.</li> <li>Encourage Clubs to have Foundation related Speakers sharing stories of the people we are actively supporting.</li> <li>Develop a consistent and enduring recognition program.</li> <li>Educate and communicate the Global Peace Scholarship program and opportunities.</li> <li>Create a file/folder with appropriate documents, speakers, etc. including a timeline for Foundation chairs to use as a guide.</li> </ul>
<b>M</b>	<b>Measureable</b>	<ul style="list-style-type: none"> <li>Communicate the essence of Rotary; a service organization and a great charity.</li> <li>Track increases/decreases in               <ul style="list-style-type: none"> <li>Dollars contributed to Annual Fund and Polio</li> <li>number of participants participating in giving to Annual Fund and Polio Plus.</li> </ul> </li> <li>Post Materials developed for PETS training, the Fall seminar and the District Conference on District website.</li> </ul>
<b>A</b>	<b>Attainable</b>	<ul style="list-style-type: none"> <li>Enlist a committee of financial and legal experts, RI staff and District leadership to create the Foundation toolkit.</li> </ul>
<b>R</b>	<b>Relevant</b>	<ul style="list-style-type: none"> <li>The District is required to comply with The Rotary Foundation MOU with respect to Grants, and individual clubs are subject to the same requirements</li> <li>Establishing proper governance documents and reviewing them regularly allows a club to focus on its mission of service and not the IRS</li> </ul>
<b>T</b>	<b>Time Bound</b>	<ul style="list-style-type: none"> <li>2021-22 Rotary year training events</li> </ul>

## FOCUS AREA

### SMART Goal: Governance (District Administration, Infrastructure, Support)

Acronym	Description	Developing SMART Goals
<b>S</b>	<b>Specific</b>	<ul style="list-style-type: none"> <li>District website provides current resource information that is relevant and needed by the Clubs and members.</li> <li>Critical District documents are identified and organized, stored, protected and maintained for the benefit of District and Club leadership.</li> <li>District communication platforms including the monthly newsletter, website, Facebook, Twitter and others provide a consistent, coordinated and current message regarding District information and events.</li> <li>District administration and financial practices reflect best practices for non-profit organizations.</li> </ul>
<b>M</b>	<b>Measureable</b>	<ul style="list-style-type: none"> <li>Club satisfaction surveys are used to measure the quality and ease of use of the web-site and social media platforms.</li> <li>Recommendation regarding document management system and implementation plan.</li> <li>Measure improved analytics of social media platforms and electronic communications.</li> <li>Standard operating procedures and policies are created for carrying out accounting, financial reporting, budgeting and other activities related to District finances.</li> </ul>
<b>A</b>	<b>Attainable</b>	<ul style="list-style-type: none"> <li>The Technology committee, and other knowledgeable Rotarians are tasked with identifying improvements to the website; enlist outside resources, as necessary.</li> <li>The Technology committee, and other knowledgeable Rotarians are tasked with evaluating the various document management and communications platforms such as Google Docs, Club Runner, Dropbox, and OneDrive; and recommend implementation.</li> <li>A District user group is created to manage the content of the social media platforms and communication vehicles.</li> <li>The Finance committee and Governor line assess and evaluate administration and financial practices on a bi-annual basis.</li> </ul>
<b>R</b>	<b>Relevant</b>	<ul style="list-style-type: none"> <li>The District website is the primary repository of information about the District's activities, policies and operation.</li> <li>Stewardship of District current and historical documents provides continuity and historical perspective beneficial to current and future District leadership.</li> <li>Rotarians rely on a variety of communications vehicles for District information.</li> </ul>
<b>T</b>	<b>Time Bound</b>	<ul style="list-style-type: none"> <li>Undertake evaluation in 2021-22. Implementation to commence by June 2022.</li> </ul>

## FOCUS AREA

### SMART Goal: Diversity, Equity and Inclusion

Acronym	Description	Developing SMART Goals
<b>S</b>	<b>Specific</b>	<ul style="list-style-type: none"><li>Establish a sustained district level presence advocating tolerance, inclusion and equity.</li></ul>
<b>M</b>	<b>Measureable</b>	<ul style="list-style-type: none"><li>Establish a task force to develop a statement as to what a sustained level presence is and the role of this task force/initiative in the district.</li><li>Identify the breakdown of different racial, ethnic, socioeconomic groups in each club's community.</li><li>Benchmark what club programs currently represent the spirit of the DEI initiative.</li></ul>
<b>A</b>	<b>Attainable</b>	<ul style="list-style-type: none"><li>Program achievements will ultimately result in more effective DEI representation, in membership and club programs.</li></ul>
<b>R</b>	<b>Relevant</b>	<ul style="list-style-type: none"><li>Equity and intolerance are not a race issue, they are human issues that must be challenged with intention.</li></ul>
<b>T</b>	<b>Time Bound</b>	<ul style="list-style-type: none"><li>Task force established by September 2021.</li><li>Undertake end of year evaluation for each year of plan.</li></ul>

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January through June 2021