

District 6900 District Assembly

March 18th, 2017

Our Mission

*We unite leaders from all walks of life,
amplifying their individual contributions
to make our communities and the world a better
place to live and work.*

Building blocks for club success

Develop Rotary Leaders

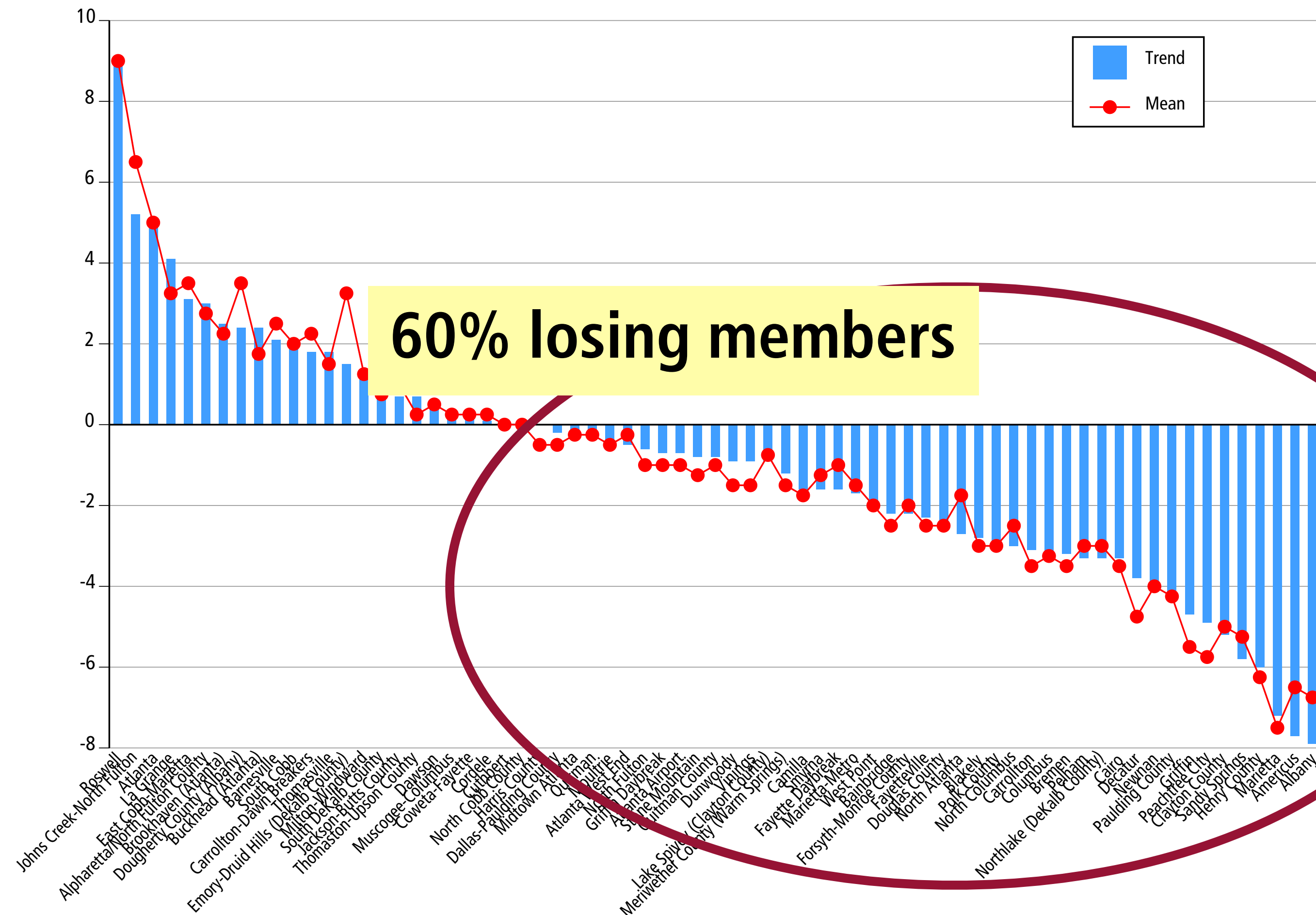
Raise Money For Service

Run Successful Service Projects

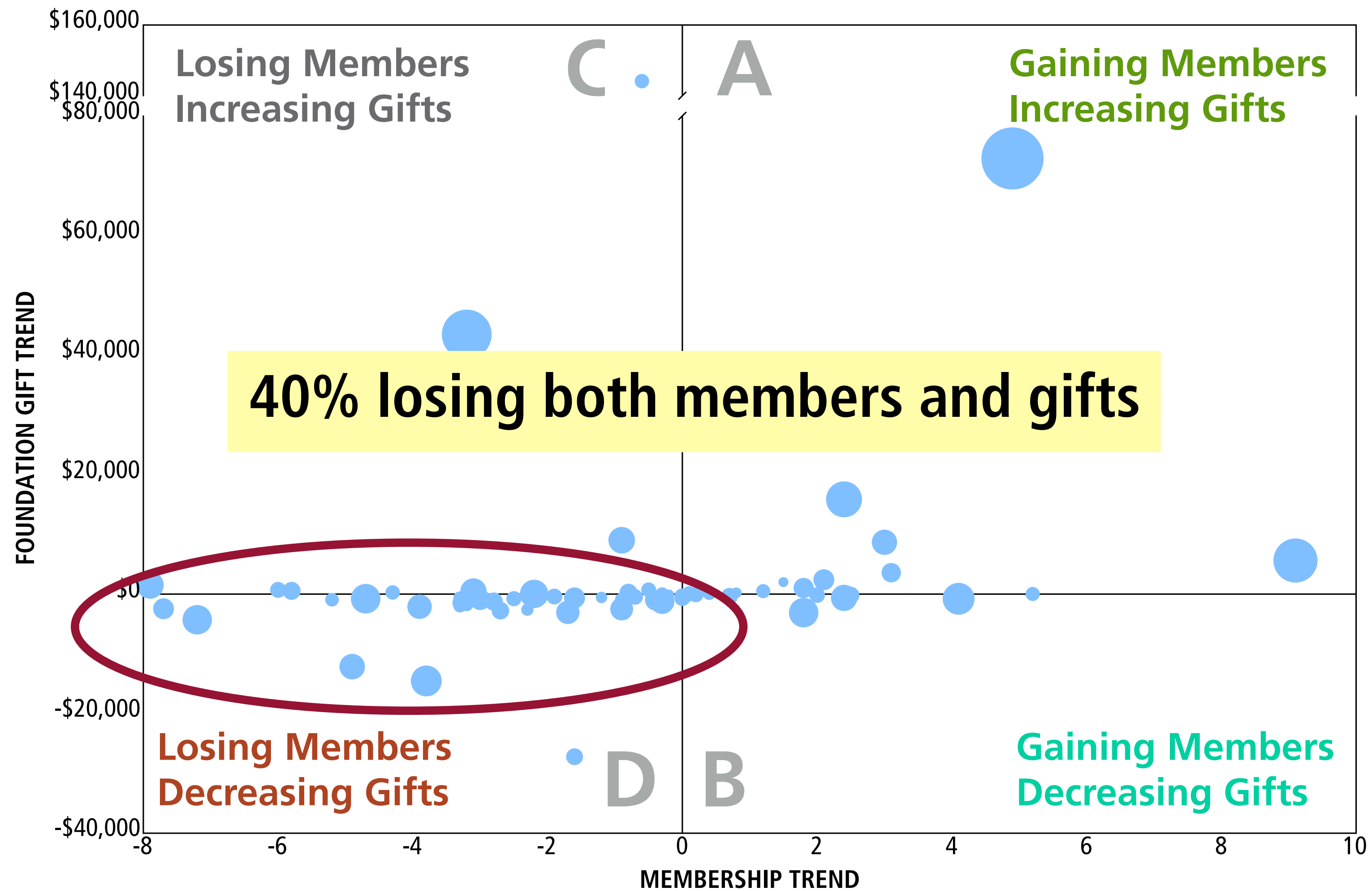
Build & Sustain Membership

More than half our clubs are in decline

Membership Trend

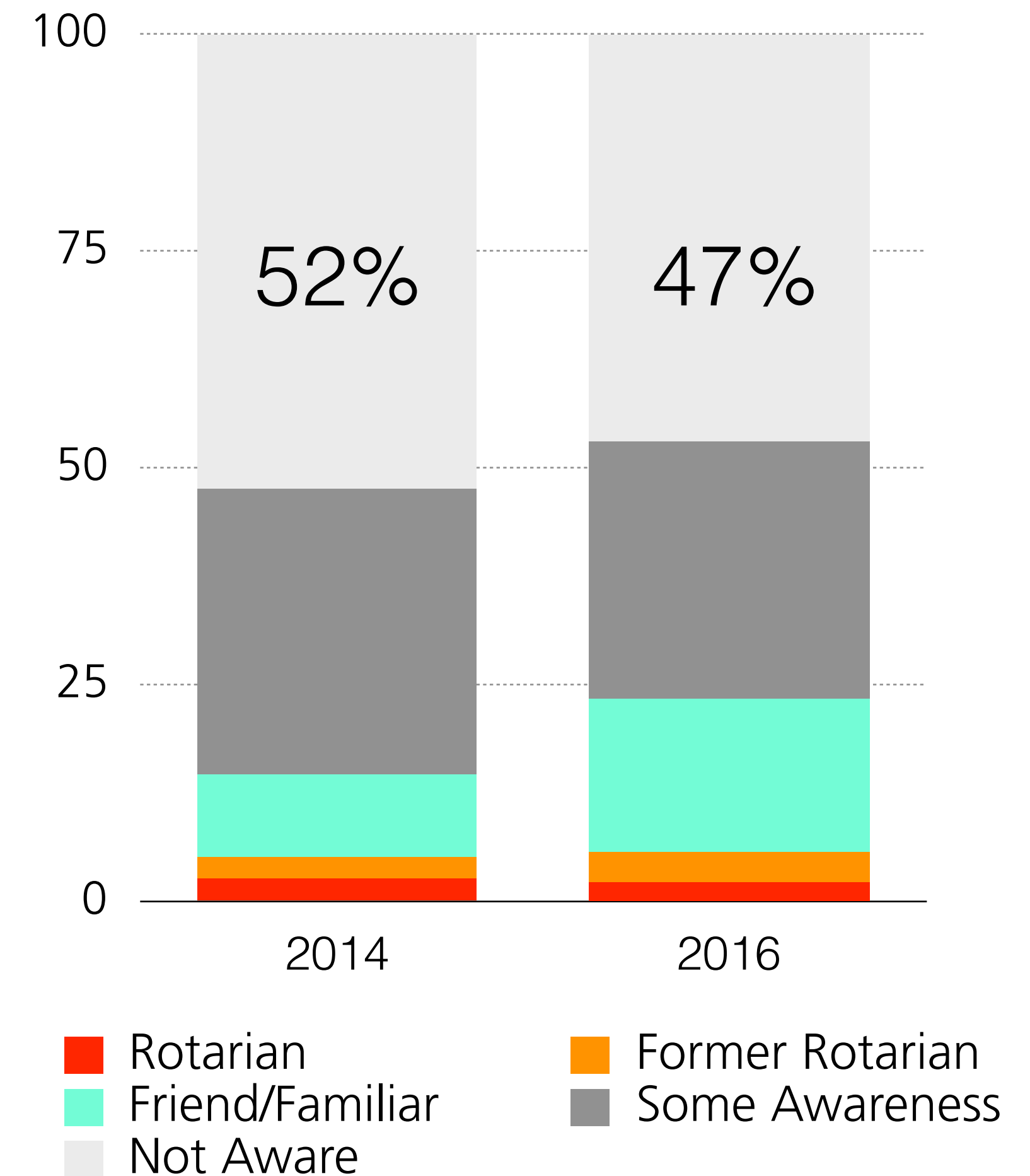


< 20% able to grow membership & gifts



Half the planet doesn't know we exist

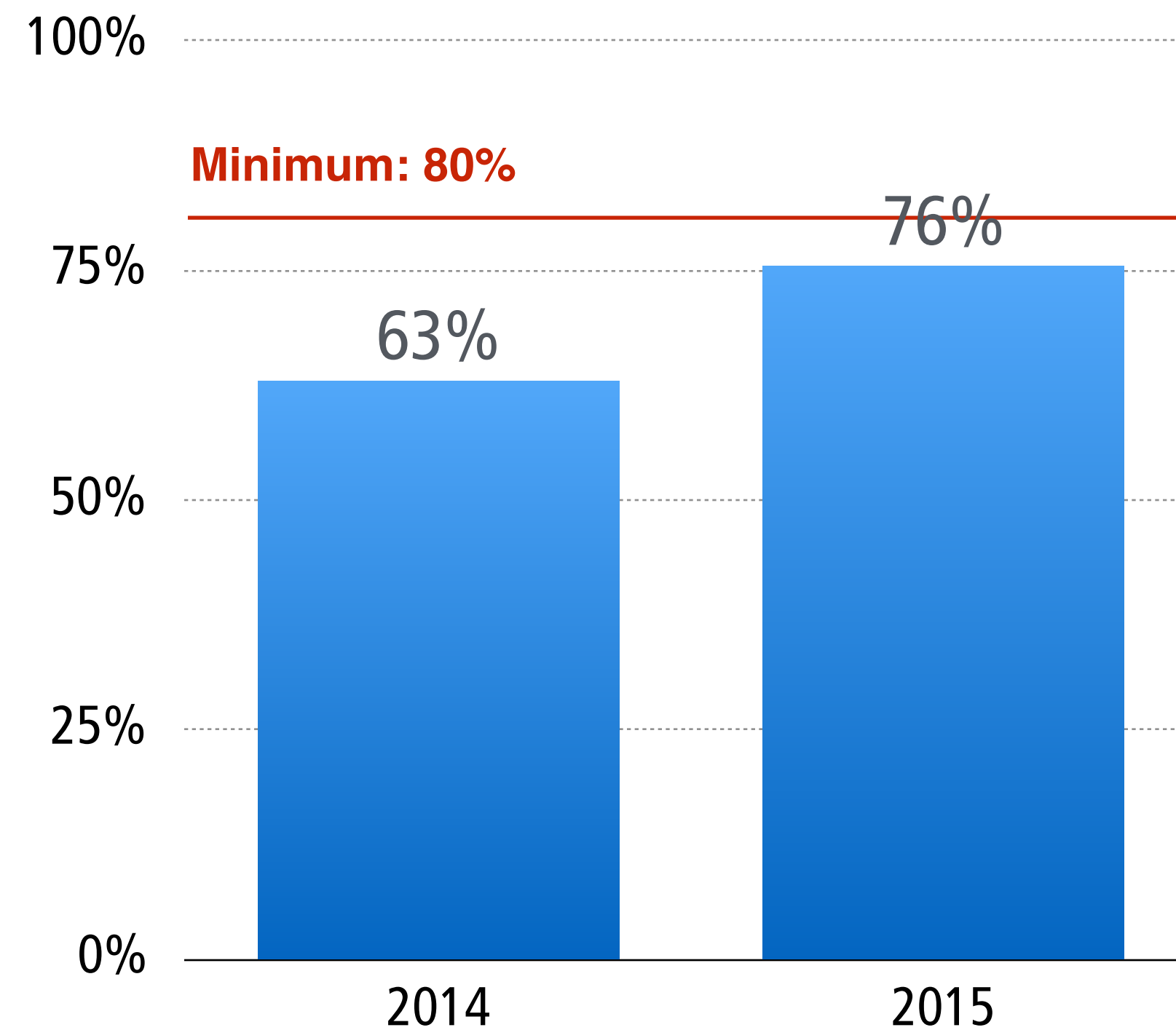
- Those that know about us, don't really understand us
- Younger people are turned off by the Rotary of their parents and grandparents



August, 2014 Google survey of 1,000 Georgians
August, 2016 Google survey of 1,011 Georgians

Sub-par 'customer satisfaction'

Satisfaction With District



Overall, how satisfied have you been with the support your club has received from District 6900 over the past few years?



Where We Want To Be

“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.”

Pablo Picasso

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Rotary's strategic plan

Fellowship, Leadership, Integrity, Diversity, Service

- Support and Strengthen Clubs
- Focus and Increase Humanitarian Service
- Enhance Rotary's Public Image and Awareness

Council on Legislation

Meeting
Flexibility
Membership
Flexibility

District long term goals

1. Strengthen the **leadership pipeline** at the club and district level.
2. Increase the number of **clubs that are successful**; reduce the number that are struggling.
3. By 2020, reverse our long-term membership decline, **increasing membership** by more than 250 from 4,295 to 4,550.

District long term goals

4. **Increase customer satisfaction** with the District Team to 85% plus by 2020.
5. Increase the **awareness and knowledge of the Rotary brand** among club leaders, club members and the general public in western Georgia.
6. Increase **funding for service** at all levels.

2018 District Strategies

- Change Our Culture
- Encourage Innovation and Risk Taking
- Execute Crisply
- Develop Strong Leaders

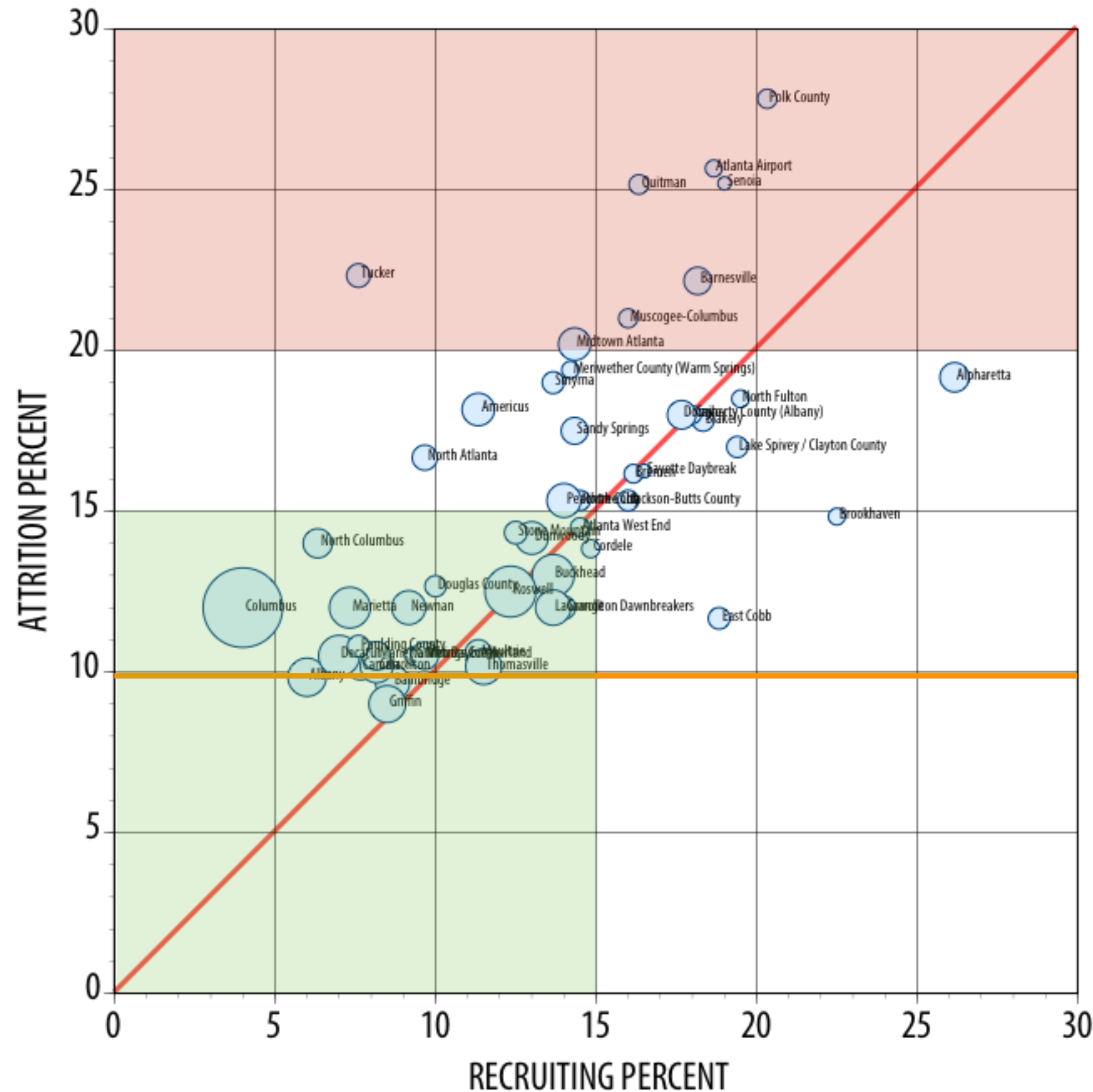


How To Get There

“Execution wins it.”

Build/sustain membership

- Public Image
 - *Club website / Facebook*
 - *Traditional*
- Focus on recruiting
- Improve the product
 - *New Products*
 - *Revitalization*



Successful service projects

1. **RYLA** / Jaclyn Donovan
2. **Laws of Life** / Susan Mason
3. **Be The Voice** / Debbie Cwalina
4. **GRSP** / Lynn Clarke
5. **Rotaract** / Nick Spates
6. **Interact** / Becky Nelson & George Keeling
7. **Rotary Youth Exchange** / Mike Parks
8. **Stop Human Trafficking** / Dave McCleary
9. **Family Health and AIDS Prevention** / Alicia Michael
10. **Rotarian Tree Planting** / Donna Smythe

District processes

- Technology
- Finances
 - *Pro bookkeeper*
 - *Monthly close*
 - *Online check requests*
- District Grant Model
 - *More flexibility / less paper*
 - *Competitive*
- Youth Protection
 - *District policy*
 - *Club policy / compliance*
- District Governance
 - *Executive Committee*
 - *Strategic Plan Update*
 - *Incorporation / Bylaws Recommendation*

Celebrate Success

District Conference

San Destin

- Sheffield / Follow Me / Rotarian of the Year
- Service Oscars / GRSP Awards

Year End Celebration

National Infantry Museum

- Rotary Citation
- Foundation Giving Per Capita
- Best Membership Recruiting
- Zone Public Image Citation
- Club Awards



Service Oscars

- Best Community Project By Category
- Best International Project By Category
- Each club can propose one of each type
- AGs score the projects and the top three in each category will be the nominees ... total of 24 nominees
- Rotarians vote on nominees
- Winners announced Saturday night at District Conference

Communications / Training

- Plan Reviews — June
- Focused communication
 - *Weekly email; monthly newsletter*
- No August Foundation/ Membership/Public Image Seminar
- Certifications
- Webinars
- District Website Learning Center



Next Steps

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

What the clubs **must** do

1. Pay Rotary and District dues
2. Send their PE to PETS and District Assembly
3. Submit a plan
4. Receive a visit from the District Governor

What I ask you to do

1. Exploit technology
2. Raise your hand if your club needs new members, more fund-raising or revitalization
3. Do something new to excite your club
4. Contribute at least 5% to Polio Plus
5. Reach for the Rotary Citation

2018 Rotary Citation

1. Pay your club dues
2. Report projects and volunteer hours in Rotary Club Central
3. Achieve 4 of 8 potential Club goals
4. Achieve 4 of 9 potential Service goals
5. Achieve 4 of 8 potential Public Image goals

Your Club Plan: Due May 31

- Where We Are
 - *Strengths / Weaknesses / Opportunities / Threats*
- Where We Want To Be
 - *Use Rotary Citation as your guide*
- How To Get There
 - *Team / Key Projects / Key Events / Budget*

Workshops

- Club Plan (mandatory)
- Member Attraction
- Service
- Public Image
- District Grants
- Technology A
- Technology B



Workshops!

“Everyone has a plan ‘till they get punched in the mouth.”

Mike Tyson