

District 7505 Serve Better Plan Targets

These key goals drove the Strategic Planning process

1. Follow a clear district plan to **consistently advance strategies and help clubs succeed. (MISSION)**
2. Increase membership diversity.
3. Lower average age of Rotary members.
4. Help existing clubs grow and be more effective.
5. Start new clubs and new membership models
6. Promote core values and inspire members.
7. Prepare members to assume leadership roles
8. Advocate for innovative, impactful, best-cost change.
9. Encourage action planning at club levels.
10. Increase adaptability and flexibility to societal change and needs.
11. Support Foundation and International action plans.
12. Promote a positive public image and publicize accomplishments of clubs – locally and world-wide.
13. Pilot and evaluate new products and club participation models
14. Make effective use of digital capabilities and tech. expertise.
15. Put practices in place for efficient, effective, sustainable use of ever-changing human resources and limited financial means.
16. Maximize the impact of contributions received by Rotary.
17. Maximize use of reusable resources for leadership development, succession planning, and mentoring members for greater leadership roles.
18. Provide clubs with assistance and resources to help with membership, service, fellowship, fundraising, innovation, and image initiatives.
19. Effectively administer budget, district reporting, and DDF.
20. **Become the non-profit service organization of choice in-state (NJ) for volunteers and partners. (VISION)**

The Key Elements

1. Set project focus and complete assessment.

- Project scope, targets, guidelines, needs, participants, phasing, and alignment with RI plans.

2. Draft Strategic Plan – District-wide deliverables

- ✓ **Vision** - *Aspirational*
- ✓ **Mission** – *District Purpose*
- ✓ **Strategies** - *Seven aligned pillars of the plan*
- ✓ **Tactical Options** (70+) *“Pick-list” of actions for clubs to consider*
- ✓ Targets of this multi-year action plan

3. Operationalize – Update/Finalize, Publish/Track



*“Districts and clubs that have **strategic plans** report higher levels of member satisfaction and success than those that don't have them.”*