

Rotary District 7610 Strategic Plan 2014—2017

Action Plan for Communication and Public Image Strategic Priority

Team members: Donna Phillips (chair), Wayne Murphy, and Pam Fitzgerald.

GOAL #1: Provide all Rotarians with tools to access, use and share information important to successful club and district operations.

	What?	Who?	Degree of change?	By When?
Objective #1: Ensure a complete and accurate district database.	Written instructions for updating DACdb will be created and distributed to all club presidents and secretaries.	District Communications Committee DACdb contact.	100% of clubs receive written instructions.	District Team Training, 2015. District Team Training, 2016. District Team Training, 2017.
	Training on the use of DACdb will be provided for all club presidents and secretaries.	District Training Committee.	100% of all presidents and secretaries will be trained.	District Training Assembly, 2015. District Training Assembly, 2016. District Training Assembly, 2017.
	Club database (DACdb) will be up-to-date by the 3 rd of each month.	District Executive Secretary.	100% up to date.	The third day of each month.
	Club leadership positions will be up-to-date on DACdb.	Assistant Governors.	100% up-to-date.	January 15, 2015. January 15, 2016. January 15, 2017.
	District leadership positions will be up-to-date on DACdb.	District Governor-elect District Executive Secretary.	100% up-to-date.	January 15, 2015. January 15, 2016. January 15, 2017.
	Resource teams will provide assistance to all club secretaries on DACdb.	Governor and District Communication Committee to appoint teams.	Assistant Governor and one person per District Area will act as the primary resource contacts for proactive help.	May, 2015. On-going through 2017.
	Apply for a grant to develop a model district communications platform to build an intuitively navigable, content managed website.	Communications Committee.	Acquire grant.	July 1, 2015, Research. July 1, 2016, Apply. July 1, 2017, Implement.

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Objective #2: Increase member use of the district database and Rotary Club Central.	What?	Who?	Degree of change?	By When?
	Update general membership on district database through Governor's newsletters and e-mail communications.	District Communication Committee Contact and District Governor	Quarterly communications	Begin by July 01, 2015 and continue ongoing
	Update general membership on Rotary Club Central and My Rotary through Governor's newsletters and e-mail communications.	District Communication Committee Contact and District Governor	Quarterly communications	Begin by July 01, 2015 and continue ongoing
	Develop special promotions around: Rotary Foundation giving, membership development, engagement in district events and conferences, training on communications platform management and other appropriate areas.	Communication Committee Contact	Special monthly promotions	Beginning, July 1, 2015 Beginning, July 1, 2016 Beginning, July 1, 2017

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GOAL #2: Encourage clubs to develop a strong Rotary image within their communities.

Objective #1: Increase public awareness of Rotary Service by advertising and promoting Rotary.	What?	Who?	Degree of change?	By When?
	Encourage clubs to develop relationships with local radio stations and/or newspapers.	Area Public Image Advisors, District Public Image Chair, LtG for Communication.	All clubs will be represented in articles, newsletters, radio messages and community newspapers.	85% by June 30, 2015 95% by June 30, 2016 100% by June 30, 2017
	Provide workshops to clubs focused on sharing the nuts & bolts of their public image best practices.	District Communication Committee Contact	Annual workshop	Scheduled by July 1, 2015 Scheduled by July 1, 2015 Scheduled by July 1, 2016
	Place best practice ideas (signature project and news about clubs) for Public Image on the District website, Rotary Showcase and other media outlets.	Website manager to post. District Communication Committee Contact to edit and send to website manager. Club Public Image Chairs to send information to District Communication Committee Contact.	Quarterly posting	July 1, 2015 July 1, 2016 July 1, 2017
	Contact the Public Image Chair in each club and ask for three best practice initiatives and a written description of each.	Area Public Image Advisor.	Quarterly	July 1, 2015 July 1, 2016 July 1, 2017

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Objective #2: Leverage the benefits of social media.	What?	Who?	Degree of change?	By When?
	Survey all clubs on how they use social media.	District Public Image Chair	Annual survey completed by 100% of clubs.	July 1, 2015 July 1, 2016 July 1, 2017
	Encourage all clubs to use social media.	District Communication Committee Contact	All clubs will use social media as demonstrated by use of newsletters and other social media.	80% by June 30, 2015 90% by June 30, 2016 100% by June 30, 2017
	Confer with RI regarding social media guidelines and approved practices and disseminate and promote to members	District Communication Committee Contact	Annual contact	July 1, 2015 July 1, 2016 July 1, 2017

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Objective#3 Promote the Rotary brand.	What?	Who?	Degree of change?	By When?
	Encourage every club to develop a signature project.	Communication Committee Contact	All clubs will identify a signature project and reported in Rotary showcase.	50% by June 30, 2015 75% by June 30, 2016 100% by June 30, 2017

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	What?	Who?	Degree of change?	By When?
Objective #4: Encourage and promote attendance at Rotary International Conventions.	Educate the general membership on what the Rotary International Convention is and why they should attend.	District Governor, District Governor-elect district Governor-nominee.	Increase attendance by 10% based on the attendance of the year prior.	June 2015 June 2016 June 2017