

District 7080 Strategic Planning Goal Setting 2017-2021

Statement of Purpose

District 7080 exists to support all clubs and to help them operate at their maximum potential. We will achieve this by inspiring Rotarians and by serving as a resource that enables a network of vibrant clubs to share their members' passions for positive change in communities locally and around the world.

For your District Directorship develop a set of objectives to support each of the six District Strategic Priorities, where appropriate. Then indicate the goals to achieve those objectives for the timelines indicated.

The complete document should be sent to Adrian DeCoo (adriandecoo@rogers.com) no later than October 31).

Group: Public Relations Committee

District Strategic Priority	Directorship Objectives	Goals for Year 1 2017-2018	Goals for Year 2 2018-19	Goals for Years 3, 4 & 5 2019-2021
1. Training: Continue to provide a comprehensive training curriculum for all Rotarians at all levels within the district.	Enhance members and clubs knowledge on rotary branding and resources and where to find them	<ul style="list-style-type: none"> ● Club Presentation on PR and Marketing ● Insure PR information is included in existing D7080 Training Programs. i.e PETS, DA/CLT etc 	Continue to enhance and update the PR and Marketing information based on updated guidelines and new trends.	To Be Determined
2. Expand Resources: Continue to provide and expand excellent resources for Foundation, Youth, and International programs.	Continue to provide and expand excellent resources for District committees, clubs and Members to enhance their Marketing and PR efforts.	Work with the D7080 Webmaster to make sure the PR resources and information is available and updated regularly on the District website	Continue to enhance the available resources on the D7080 website Work towards a dedicated website for Rotary PR and Marketing information and resources.	To Be Determined
3. Public Relations: Be a champion of the promotion of Rotary, through:	There is strong Rotary brand within the D7080 communities. <ul style="list-style-type: none"> i. A strong PR committee exists . 	Establish a working committee. Identify members.	Further strengthen the PR committee role in the District <ul style="list-style-type: none"> ● Create Regional level committees with 	To Be Determined

<ul style="list-style-type: none"> ● Improved Public Relations ● Correct Branding ● Web-site development and effective use of social media ● Effective external communications 	<p>ii. There are current and user-friendly information/tools available to members on the District website.</p> <p>iii. All clubs are following Rotary Branding Guidelines and effectively using Social and Digital marketing platforms to promote Rotary Community Work.</p>	<ul style="list-style-type: none"> ● Identifying committee roles and schedules ● Quarterly Meeting schedule for the committee <p>Establish a user-friendly platform to provide information on local and international community projects and other initiatives (IS/Peace/community service/youth) by the clubs to the public.</p> <p>Make sure the PR committee has access and control over the D7080 Social Media and Digital Profiles.</p> <p>Expend resources to provide PR Guidelines to the Clubs on how to market and promote Projects and community activities</p>	<p>focused agenda of regional clubs</p> <ul style="list-style-type: none"> ● Ensure each club has a working Club level PR and Marketing committee ● Ensure each club is following the Rotary Branding guidelines and effectively using the Social and Digital marketing Platforms 	
<p>4. Membership: Assist all clubs in being vibrant healthy clubs to be</p>	<p>Increased Membership of Business and Young Professionals.</p>	<p>Work with the Membership Committee to promote tools to attract Business and</p>	<p>Further strengthen the clubs resources to market and attract Businesses and Professionals to Rotary</p>	<p>To Be Determined</p>

<p>able to attract and retain members.</p>		<p>Young Professionals to Rotary.</p>		
<p>6. Efficiency, Transparency and Sustainability: Continue to ensure effective district operations in an open and transparent manner regarding:</p> <ul style="list-style-type: none"> ● Development of district succession plan and leadership selection ● How we conduct financial matters e.g., Budgeting, Grant giving ● Internal communications such as web site, use of social media ● Policy and procedures development. 	<p>Effective use of the PR budget.</p>	<p>Work with the District Treasurer/GTEAM to identify PR Needs and effectively use the available PR Funds.</p> <p>Identify PR Budget needs for the following years.</p>	<p>Continue to work with the GTEAM for improvements.</p>	<p>To Be Determined</p>