

What actions must we take for success in the future?

General	Make Rotary fun as well as challenging
	Encourage new ideas
Membership	Actively recruit new members
	Educate new members on Rotary and assign them to projects and committees immediately
	Focus on getting a cross section of key business leaders as club members
	Work to get at least 2 to 3 motivated Rotarians in each club
	Promote diversity in members - Go beyond the stereotype of rich white middle age men
	Get former Rotarians to become involved again
	Require each new member to commit to a certain number of hours of service projects each year
	Actively work to retain existing members
	Open new clubs where the population is growing and the economy is strong
	Include families in Rotary activities - emphasize the Family of Rotary
	Have one or more activities each year for the whole Family of Rotary
	Conduct market research to create effective themes for attracting target candidates
Invest in formal programs to attract members based on the market research	
Youth	Raise awareness of the importance of youth programs in Rotary
	Work with local government and community agencies in each community to support youth programs
	Develop programs and projects that involve local high school students
District/Area	Create more interest groups in the district
	Hold quarterly district activities and activities in each area of the district
	Hold sub-district meetings requiring less travel and less cost and allowing for more participation
	Encourage clubs to join together for fund raising activities
	Encourage stronger clubs to partner with smaller weaker clubs in activities
	Facilitate more interaction and communication between clubs
	Develop district themes and district-wide projects
	Improve the consistency and continuity among district leadership
	Make Rotary activities and member achievements more visible to state government
	Work with district 6860 to develop and implement common programs
Coordinate public relations activities throughout the district	
Technology	Use technology to attract younger members - on-line meetings, training, networking, chat rooms, etc.
	Use technology to promote Rotary clubs and their activities
	Use DacDb more throughout the district

Public Relations	Develop more information on Rotary members and projects and promote them in local media
	Encourage each club have a public relations program to expose the good work of Rotary
	Keep all members informed of Rotary activities, not just officers and board members
	Develop a Rotary video about the work of each club and share the video with every club
	Develop a district calendar on the district web page and encourage every club to post events and projects there so every Rotarian can know what is going on throughout the district
	Develop a Rotary speaker bureau and post it on the district web site
	Tell the Rotary story better
Training and Planning	Develop and implement a strategic plan for the district and for each club
	Clarify the purpose and intent of district and club activities
	Educate members about the good things done in other clubs
	Emphasize training, training, training on all aspects of Rotary - for members as well as officers
	Train members to realize the goals and values of Rotary, that it is not just a social club
Provide more education on matching grants and the programs of the Rotary Foundation	
Program Themes	Make programs attractive to diverse populations
	Encourage club presidents to continually challenge members to contribute to Rotary, not only monetarily, but also by greater participation in club events and projects
	Involve all members in community service projects
	Increase the knowledge of successful programs for club members
	Emphasize and showcase the 100, 75 and 50 year anniversary of each club
	Encourage club members to participate in district functions
	Make Rotary not just a lunch club where you meet with your friends
Become more diverse in club formats, including meeting time and meal policy	
Projects	Have each club adopt a hands-on approach in their local communities
	Meet with community leaders to identify local needs and develop projects to meet the needs
	Develop projects that bind Rotarians together in the servant spirit