# Strategic Focus for Clubs and District Support

## Strategic Focus #1. Take care of your members

### (Fellowship, belonging, satisfaction, relationships)

These elements from the District strategic plan directly support member care, connection, and engagement:

**Priority 1: Culture of Relationship, Accessibility, Respect, and Collaboration**
Clubs feeling valued, heard, and supported by the district.

- *"At least 80 percent of respondents are highly satisfied with district culture."*

**Priority 3: Communication and Information Sharing**
Clear, predictable communication that respects club time.

- AGs acting as true concierges.

**Priority 4: Leadership Development**

- Members feel invested in when they are trained, encouraged, and supported to lead.

**Priority 6: Public Image and Storytelling**
Helping clubs tell their story builds pride and belonging.

- Members feel seen when their work is shared.

**Priority 8: Foundation Participation (Understanding and Involvement)**

- When members understand how the Foundation works, they feel more connected to Rotary's global impact.

**Priority 9: Service Participation**

- More members involved in meaningful service increases satisfaction and connection.

**Everything here strengthens relationships, belonging, and member satisfaction — the foundation for retention, engagement, and club health.**

# Strategic Focus #2. Run a strong, well-organized club

## (Leadership continuity, goals, operations, clarity)

These elements from the District Strategic Plan support operational excellence at the club level:

**Priority 2: Knowledge Management**
Clubs can easily find policies, procedures, and resources.

- *"We have what we need, we know where to find it, and we know how to access it."*

**Priorities 3 and 5: Communication and AG Effectiveness**

- AGs help clubs stay organized, aligned, and supported.

**Priority 4: Leadership Development and Succession Planning**

- Strong committees, trained leaders, and continuity year to year.

**Priority 5: Excellence in District Operations**
Clubs receive consistent, high-quality support that helps them run smoothly.

- *All clubs have an up-to-date strategic plan.*

**Priority 7: Membership Growth and Retention**

- Healthy clubs plan for growth, track engagement, and build leadership pipelines.

**These priorities help clubs operate with clarity, stability, and confidence — reducing stress and preventing burnout.**

# Strategic Focus #3. Measure and celebrate outputs and outcomes

## (Service, Foundation, youth programs, public image wins)

These elements from the District Strategic plan support tracking and celebrating Club accomplishments:

**Priority 5: Excellence**

- Clubs measure progress toward their strategic plans and celebrate achievements.

**Priority 6: Public Image**

- Clubs share stories, track visibility, and celebrate impact.

**Priority 7: Membership**

- Tracking recruitment, retention, and engagement.

**Priority 8: Foundation Participation**

- Tracking giving, participation, and understanding of Foundation programs.

**Priority 9: Service Participation**

- Measuring how many members participate in service and how many projects clubs complete.

**Clubs build momentum when they can see and celebrate their progress — and when the district amplifies their wins.**

Example for AGs to share with Presidents below - they should choose the top three most important bullets under each to start with, as an example:

# 1. Take care of your members

**(Fellowship, belonging, satisfaction)**

- Ensure the club is meeting member expectations and the members are meeting the club's expectations
    - Conduct a **Club Health Check** with your members
    - Ask members what they value most and what frustrates them
    - Build a simple **member satisfaction pulse** twice a year
- Have a job and a friend for everyone
- Assign someone to personally welcome and follow up with guests
- Create intentional fellowship moments at every meeting
- Pair new members with a buddy or mentor
- Make sure every member has a meaningful role or way to contribute
- Celebrate member milestones and personal wins
- Check in with members who stop attending to understand why (give them a call and chat)
- Make meetings feel warm, predictable, and worth attending
- Post meeting and social event photos on social media so non-attending members can feel the fellowship and can also be used as a recruiting tool
- Have social events that people want to attend

# 2. Run a strong, well-organized club

### (Leadership continuity, goals, operations)

- Set **clear annual goals** with your board and members
- Review progress monthly in a simple, transparent way
- Build a **leadership pipeline** by identifying future officers early
- Ensure officers attend required trainings and optional training courses as available
- Keep committees active and supported
- Hold short, focused board meetings with clear follow-up
- Maintain a simple calendar of key events and deadlines
- Keep your website and social media current
- Make sure your club budget reflects your goals
- Schedule strong, vibrant and interesting speakers to keep members interested in attendance and guests interested in joining the Club
- Document processes so the next team can step in smoothly

# 3. Measure and celebrate what you accomplish

### (Service, Foundation, youth programs, visibility)

- Track participation in service projects
- Count volunteer hours and share totals with your members
- Celebrate every service project with photos and a short story (and publish it! 🙄)
- Track Foundation giving and celebrate milestones
- Highlight youth program involvement and successes
- Share wins with your community through social media and local press
- Submit at least one story to the district each year
- Review your goals at midyear and celebrate progress
- Create a simple year-end “impact snapshot” for your members
- Recognize members who lead or contribute to key projects