



## 2023-2024 District 5930 Action Plan

**District's Theme:** Passion with Compassion



**District/Club Primary Objective/Goal:**

To sustain/maintain and develop VIBRANT CLUBS.

You are on your way to vibrancy by choosing 13 or more of the Citation Goals below. Please enter in Rotary Central, inside of MyRotary. ( [my.rotary.org/en/user](http://my.rotary.org/en/user) )

**Rotary International Citation Goals:**

- 13 or more of the 25 goals:
- 8 Goals for Membership
- 5 Goals for Foundation
- 1 Goal for Service
- 5 Goals for Youth
- 6 Goals for Public Image

To continue the vibrancy goal, please use Rotary's Action Plan 4 priorities.

**Follow RI's Action Plan 4 priorities:**

**Go to the Learning Center at MyRotary under the About Rotary then to Rotary's Action Plan & You. Learn and integrate into your club's action plan the 4 priorities:**

1. **Impact** – Increase our Impact
2. **Reach** – Expand our Reach
3. **Engage** – Enhance participants' Engagement
4. **Adapt** – Increase our ability to Adapt

The collective club goals are the district goals.

In addition, below is the measurable district's primary focus for growth and development.

## **District Primary Focus:**

### **-Foundation:**

- Encourage to assign a Club Foundation Committee and a Polio Plus Committee Chair
- Grow EREY by net 1 (had 501 in 2021-2022)
- 100% of Clubs enter Annual Fund & Polio Plus Goals in Club Central
- Grow Annual Fund Giving over last year by club (\$219,800.00 in 2021-2022)
- Grow Polio Plus over last year (\$69,787 in 2021-2022)
- Grow by at least 1 Paul Harris Society member (had 68 in 2021-2022)
- Increase new Bequest Society Members and Benefactors to at least 3.
- District communicates with club Foundation Chairs
- District promotes for clubs to have a Foundation minute at their meetings.

### **Membership:**

#### **-Member Engagement**

- Increase member retention rate, as compared to 2022-2023
- Have at least 25% of our Rotaract clubs implement membership assessments to help clubs determine the needs of their members
- Distribute to Rotary and Rotaract clubs a template mentoring program for new members that focuses on engaging them throughout their first year of membership

#### **-Member Attraction**

- From July 1 2023 to June 30, 2024, have a net gain in overall membership
- Work with clubs so that at least 25% of Rotary and Rotaract club presidents sponsor a new member into their club or another club.
- Design and distribute to Rotary and Rotaract clubs a new member orientation program that can be implemented for all new members.

#### **-New Club Development**

- Start and nurture at least two new Rotaract Clubs in our district

#### **-Diversity, Equity, and Inclusion**

- Promote DEI throughout our district

### **-Public Image:**

- Clubs have a social media presence
- Clubs present media stories about social projects
- Clubs update their website
- Clubs use official Rotary promotion material

### **-Community Service:**

- Assist clubs with ideas and support of club fundraiser projects and service to the community.
- District-wide average of at least 4 hands-on service projects per club.
- Promote clubs to do community assessments.

### **-Youth Services:**

- Clubs bring participants to RYLA (Rotary Youth Leadership Awards)
- Clubs participate in the 4 Way Test speech contest
- Clubs participate in the Youth Exchange Program

### **-Club Administration:**

- Timely & accurate posting of club leadership on Club Runner
- Timely & accurate posting of club goals on Club Runner

### **-District Special Initiative:**

- **Visioning initiative** – Promote the visioning program
- **DEIB** – Diversity, Equity, Inclusion & Belonging training
- **RLI** – Rotary Leadership Institute participation
- **District's World Project Fair**
- **LSPETS** – Lone Star President Elect Training Seminar promotion & participation – 100% participation
- Clubs have members attend **RLI** – Rotary Leadership Institute
- Promote and have club members attend the District Conference
- Have leadership and members participate in the District Assembly

## **Rotary International priorities for 2023-2024**

- **Empower Women**
- **Peace/Conflict Resolution/Harassment Policy**
- **Mental Health Awareness**
- **Polio Plus**
- **Storytelling. Your own Rotary story and the club's service projects**
- **Continuity. Build on the previous year.**
- **Diversity, Equity, Inclusion & Belonging**

## **The District will assist in implementing the clubs Plan with the following resources:**

- Assistant Governors
- Foundation, Membership & Public Image District Lt. Governors.
- Education Opportunities:
- President Elect Training Seminar (P.E.T.S.) – trains President Elects and Nominees
- District Assemblies – Trains the club boards/leadership
- Rotary Leadership Institute (RLI) – trains club members
- Visioning – Strategic Planning for clubs. Provides continuity.

**PASSION WITH  
COMPASSION**

**Luis Cavazos**

**District Governor Elect D5930**

**Proud Member of the Rotary Club of Brownsville Sunrise**

**Mobile: 956-592-2145**

**Email: [luis.cavazosd5930rotary@gmail.com](mailto:luis.cavazosd5930rotary@gmail.com)**