

1. Increase our Impact

- a. The District Rotary Foundation Committee will set District goals for contributions to The Rotary Foundation.
 - 1. Annual Fund Giving: \$350,000 (increase % each year)
 - 2. Polio Plus Giving: \$95,000 (increase % each year)
 - 3. 20% of District participates in Rotary Direct
 - 4. At least two Humanitarian Global Grants each year/maintain district grant numbers.
 - 5. Get an additional 2 clubs to participate in District Grants
- b. A District Survey will be launched identifying opportunities for District engagement and asking for input on club member satisfaction.
 - i. Information from survey will be disseminated electronically to all members and will inform committee priorities. (Organizer will create and monitor).
- c. On-line evaluations will be conducted after all District trainings and events.
 - i. Information from evaluations will be disseminated electronically to all members and will inform future trainings.
- d. An Annual Report will be developed and shared showcasing District and Club activities, committee/initiative outcomes, and trends in membership.
 - i. The Annual Report can be used as a storytelling tool inside and outside of the district.
 - 1. Include club spotlights, Areas of Focus alignment, short videos

2. Expand our Reach

- a. The District Membership Committee will set District goals for membership to reflect:
 - i. 2028 members by July 2028
 - ii. 7 new clubs by July 2028
 - 1. “New clubs” can be defined as: Rotary Clubs, Satellite Clubs, Companion Clubs, Rotaract Clubs, Interact Clubs
- b. The District Public Image Committee will be utilized to enhance community knowledge of Rotary, support Rotary/District Strategic Priorities, and support clubs.
 - i. Video Creation
 - 1. A Club/Global grant video will be created showcasing club projects.
 - ii. Social Media – The District social media sites will be used with enhanced utilization of all sites for routine posting of District/Club events

DISTRICT 7390 STRATEGIC PLAN FOR 2025-2028

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1. Develop minimum posting cadence for each social media site
2. Develop/Provide social media templates to clubs for club use
3. Establish Social Media Calendar items for RI monthly theme
- iii. Digital Billboard – Lamar Billboard campaign will be promoted by D7390 for use by clubs and utilized by a minimum of half the clubs in our District.

- c. Partnerships will be fostered between District 7390 and clubs with other community organizations (education, business development, food security, peacebuilding, etc.)

3. Enhance Member Engagement

- a. District Membership Committee will plan events to attract and retain members with a goal of a net increase in each club's membership including:
 - i. Recruitment: Host annual Discover Rotary event in varied locations throughout the District
 - ii. Engagement: Develop onboarding and first-year membership experience, increase leadership development and succession planning
- b. Quarterly Rotary Means Business events will be conducted with the purpose of business networking and fun. Promotion outside of Rotary

4. Increase our Ability to Adapt

- a. Club Technology support will be provided to clubs.
 - i. Beginner: Rotary Club Central introduction, website maintenance, social media basics (offered one month)
 - ii. Intermediate: Using video, digital storytelling (build on next month)
 - iii. Advanced: Data dashboards, automation, AI tools (build on next month)
- b. District will help support and share club innovation
 - i. Adaptable meeting formats
 - ii. Pathways to satellite or companion clubs
 - iii. Pathways to Rotaract or Interact clubs
 - iv. Alternate leadership models (shared roles)

Rotary District 7390 2025-2028 Action Plan

	District Level Actions	Group Level Actions	Club Level Actions
Enhance Participant Engagement	1. Launch annual District Engagement & Satisfaction Survey • Disaggregate by club, tenure, demographics • Share results transparently + action steps 2. Standardize post-event evaluations for all trainings/events 3. Develop a “First-Year Rotarian Experience” framework • Onboarding toolkit (mentor, touchpoint, pathways) 4. Publish an Annual District Impact Report • Include storytelling (videos, club spotlights, Areas of Focus) 5. Host District-wide Discovery Rotary events (rotating location)	1. Facilitate group-level discussions of survey results 2. Support clubs in: • Creating onboarding plans • Identifying engagement gaps 3. Organize at least one inter-club social/service experience annually 4. Promote attendance at District events through personal outreach	1. Conduct Club Satisfaction Survey annually 2. Implement: • New member onboarding plan • Mentor/buddy system 3. Ensure each member participates in at least one service or leadership role 4. Host at least one “bring a guest” or Discover Rotary-style meeting 5. Actively track engagement via Club Health Check + Club Central
Expand Our Reach	1. Set and track: • 2028 members by 2028 • 7 new clubs (Rotary, Satellite, Companion,	1. Identify growth opportunities by geography • New club potential • Underserved audiences	1. Host or participate in: • At least one community-facing event annually 2. Invite non-members to service projects

Rotary District 7390 2025-2028 Action Plan

	Rotaract, Interact) 2. Develop District Public Image strategy - Monthly content calendar (aligned to RI themes) - Social media templates for clubs 3. Produce high-quality video storytelling - Club projects - Global/District Grants 4. Expand Lamar Billboard campaign 5. Build strategic partnerships - Education, business, nonprofits, peacebuilding	2. Support clubs in: - Hosting community-facing events - Inviting non-members into service 3. Coordinate multi-club visibility campaigns	3. Maintain active social media presence - Using District templates + monthly themes 4. Explore: - Satellite clubs - Companion/business-focused clubs - Rotaract/Interact partnerships
Increase Our Impact	1. Set and promote Foundation goals \$350,000 Annual Fund \$95,000 Polio Plus 10% Rotary Direct participation 2. Support District & Global Grant development 3. Launch District-wide Community Needs Assessment 4. Create impact measurement framework - Stories + data (quantitative + qualitative)	1. Facilitate local/community needs conversations 2. Support clubs in: - Applying for grants - Aligning projects to Areas of Focus 3. Encourage collaborative multi-club service projects 4. Promote TRF giving campaigns	1. Conduct or participate in community needs assessment 2. Align at least one project to Rotary Areas of Focus 3. Apply for District or Global Grants 4. Track and share project impact (data + stories) 5. Set and achieve club-level TRF giving goals

Rotary District 7390 2025-2028 Action Plan

	5. Publish impact dashboard (annual report + digital)		
Increase Our Ability to Adapt	1. Launch tiered technology training series • Beginner: Club Central, website basics • Intermediate: storytelling, video • Advanced: dashboards, AI tools 2. Create innovation hub/idea-sharing platform 3. Provide toolkits for alternative club models • Satellite, companion, hybrid formats 4. Highlight and share club innovation stories regularly	1. Identify and elevate innovative practices within clubs 2. Support clubs in: • Testing new meeting formats • Trying new engagement strategies 3. Facilitate peer learning conversations (“what’s working?”)	1. Experiment with: • Flexible meeting formats (hybrid, service-based, social) 2. Update public-facing materials (website, branding, messaging) 3. Pilot: • New member pathways • New event formats (modern, engaging, FUN) 4. Leverage: • Club Central • Data tools • Storytelling platforms