Putting our strategic plan on one sheet of paper makes it easier to remember, easier to explain and easier to DO because we’re going to post it everywhere, check things off as they’re done and share successes with all members in 6890..

**Seven Tips to Measure What Matters**

1. Go for quality over quantity.
2. Start with what you have paid, earned, shared, owned.
3. Remember “garbage in” often results in “garbage out.”
4. Don’t assume that measurement has to be expensive.
5. But remember, you get what you pay for.
6. Don’t oversell.
7. Stay focused.

SOURCE: [www.metgroup.com](http://www.metgroup.com), © The Metropolitan Group, 2010

**Proposed**

**Vision—**Help the clubs in our Rotary District ‘Do Good in the World.”

**Mission—**Provide communication and sharing platforms, training and best practices that are easily accessible and can be put into immediate use by the Rotary clubs of District 6890.

**Pillar Goals—**Communication, Collaboration, Training, Engagement

**Measures of Merit—**for each of the inputs, how well this has worked in the past, and what that experience implies for future decisions in this area. Each of the pillars should contain some criteria for guiding future decisions. Frank Moore, Rotary Club of New Tampa past president, calls these criteria "Measures of Merit."

**Concepts to Consider**

 **Action Measures Result Measures**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Goals** | **Inputs** | **Outputs** | **Match to Outcome** | **Outcomes** |
| **Communication****Collaboration****Training****Engagement** | **What we put in** | **What we create** | **Add timeframe &****projected amount** | **What happens** |
|  | **Paid**--Print ads--Online ads--Sponsorships--Influencer endorsements | Deliverables --Impressions among specific target audiences--Credibility and relevance to target audience--Web and search analytics |  | Shifts in awareness, comprehension, attitude, behavior and advocacy as measured by engagement, sharing, social conversation |
|  | **Shared**--Collaborations/partnerships created--Grassroots outreach | --People or organizations engaged --Co-messaging measured by web and search analytics--Member organization sharing message with their constituents |  | Changes in cultural norms or expectations as measured by after campaign surveys, web and search analytics |
|  | **Earned**--Media relations | --Quality of earned media achieved (-/+/=).--Credibility/relevance to the audience.--Web and search analytics |  | Public policy or systems changes |
|  | **Owned**--Social media--Newsletters--Emails--Website--Blogs--Videos |  |  | Changes in awareness, attitudes or understanding as measured by brand equity, corporate reputation, employee engagement—baseline and benchmarks. |

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 **Action Measures Result Measures**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Goal****Doing Good in the World** | **Inputs****(PESO)** | **Outputs** | **Match to Outcome** | **Outcomes** |
| **Communication****Collaboration****Training****Engagement** | **What we put in** | **What we create** | **Add timeframe &****projected amount** | **What happens** |
| **Communication** | --RI Lead Referrals (S) | Increase the percentage of leads distributed and followed up | From \_\_\_%\_ in 2023-23To \_\_\_\_\_\_% in 2023-24 | Increase trial/visits to D6890 Rotary Clubs |
|  |  | Create lead tracking spreadsheet & store on Google or DACdb with club membership chair and district access  | by (\_\_\_\_\_) | Increase inter-club and district engagement |
|  |  | 1-question after visit survey |  | Cement awareness of Rotary |
|  | --Website (O) | Set engagement baselines for training event registrations and voluntarism | by Dec. 31, 2023 | Cement awareness and engagement as measured by GA4, training/event registration/voluntarism.. |
|  |  | Increase engagement by 10 points as measured by Google Analytics 4. | before July 1 2023 | Increase inter-club and district engagement as measured by joint projects, events. |
| **Goal****Doing Good in the World** | **Inputs****(PESO)** | **Outputs** | **Match to Outcome** | **Outcomes** |
| **Communication****Collaboration****Training****Engagement** | **What we put in** | **What we create** | **Add timeframe &****projected amount** | **What happens** |
|  | --Canva (O) | Enroll 60% of club CCOs  | by \_\_\_\_\_\_\_\_\_\_\_\_\_. | Inccrease community awareness of local clubs and community engagment in club projects as measured by event registrations, increased visits/trial |
|  |  | Enroll 100% of club CCOs  | by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Inccrease community awareness of local clubs and community engagment in club projects as measured by event registrations, increased visits/trial |
|  | --Minutarian (O) | Establish baseline viewership 2023 | by 11/1/ | Changes in club cultures as measured by annual district survey |
|  |  | Increase weekly viewership by 20%  | by 06/30/2023 | Changes in club engagement as measured by DACdb |
|  | --District e-Newsletter (O) |  |  |  |
|  | --Public Image Campaign (S) |  |  |  |
|  | --Member newsletter (club membership coordinators audience) (O) |  |  |  |
|  | --Foundation newsletter (presidents, treasurers, foundation chair audience) (O) |  |  |  |
|  | --P-mail (O) |  |  |  |
|  | --Calendar (O) |  |  |  |
|  | --Member directory (O) |  |  |  |
|  | --Social media (O) |  |  |  |
| **Collaboration** | --Speakers Database |  |  |  |
|  | --Project Showcase (recruiting clubs or volunteers) |  |  |  |
|  | --Disaster relief |  |  |  |
|  | --Fundraising campaign |  |  |  |
|  | --Leader Chats (Zoom) --Presidents --President-elects --Treasurers --Secretaries --Assistant governors --CCO/public information |  |  |  |
| **Training** | --S4TL |  |  |  |
|  | --Vibrant Club workshop |  |  |  |
|  | --Pre-PETS (PETS 1) |  |  |  |
|  | --District Training Assembly (PETS 3) |  |  |  |
|  | --RI Foundation |  |  |  |
|  | --Public Image |  |  |  |
|  | --RLI |  |  |  |
|  | --DACdb |  |  |  |
|  | --RI Learning Center |  |  |  |
| **Member engagement** | --District Rotaract--Rotary Means Business |  |  |  |
|  | --Speech Contest (2022 25 clubs participated) |  |  |  |
|  | --District conference |  |  |  |
|  | --International convention & Zone training participation |  |  |  |
|  | --Recognition/ competition |  |  |  |

**Parking Lot**

1. Video the iconic speakers at PETS and make them available to the district governors who need to train P-Es who cannot attend PETS.