



Rotaract in Great Britain & Ireland

District Development Plans

05 November 2005



Rotaract District Development Guide

Introduction

The RGBI District Development Guide is designed to be a tool for all districts embarking on a path to drive Rotaract forward in their area to enable them to create clear goals, resulting in a development plan.

The guide has been created in response to the recommendation of the RIBI Rotaract Working Party Report (October 2002) that RGBI and each District should have a clear development plan to strengthen the organisation and increase the number of clubs in Great Britain and Ireland.

In order to write the development plan a Rotaract district development team should be created, consisting of 5 Rotarians and 5 Rotaractors (as a recommendation), including the District Rotaract Officer and the Rotaract District Chairman as a must, it is also recommended that there be a representative from each club in the district so that everyone is involved.

The aim of this group and this development plan is to raise the profile of Rotaract across your district in any way possible and to assist the existing Rotaract clubs in self-promotion. This is to include the promotion of Rotaract to Rotary and to encourage formation of new Rotaract clubs.

We have broken this guide down into four phases to help you get started, these phase are:

- Do some ground work to create a **focus** for the development of Rotaract in your District
- Create a **draft** development plan by following the 7 step process later in this document
- **Implement** the plan with assistance from the resources you identify
- **Evaluate** your progress and **revise** the plan as needed

Please contact RGBI if we can be of any help when you create your plans, and please send us your ideas, suggestions and comments on the guide.

Lisa Burnett

RGBI Chairman 2005/06
282 Malmesbury Park Road
Bournemouth
Dorset, BH8 8PR
Tel: 07876 341334
E-mail: lisa@rotaract.org.uk

Abbreviations used

The following abbreviations are used in this Extension Manual:

DC	Rotaract District Chairman (referred to as District Rotaract Representative (DRR) by RI)
DG	Rotary District Governor
GB&I	Great Britain & Ireland
RGBI	Rotaract in Great Britain & Ireland as a collective body
RI	Rotary International
RIBI	Rotary International in Great Britain & Ireland
RO	Rotaract Officer (of a Rotary club or Rotary district)

Phase 1 – What’s Your Focus?

a. Where are you now?

Before you start any kind of project, you must know where you are starting from. This will become the “baseline” from where you measure your progress. Things to consider here are:

- What is the number of clubs in the district and their respective membership?
- Does the district have a District Chairman and a committee?
- Are the clubs active with a varied programme of events that include the whole spectrum of social, community and fundraising, professional development/vocational and international?
- Do the clubs socialise with other clubs in the district or in neighbouring districts?
- Do all clubs have a good website?
- Are there any new clubs on the horizon?
- How quickly are new clubs set up? Or are they just endlessly discussed but nothing ever happens to get the proposed club going?
- Do the current clubs cover the whole of the district or are there large towns/areas where there could be new clubs?
- Review of publicity – what materials are used by clubs/district e.g. posters, leaflets, business cards, articles/adverts in local papers/library/newsagents/volunteer centres/radio
- What is the support from Rotary like?
 - Do sponsoring Rotary clubs attend their Rotaract club’s meetings/events?
 - Are Rotaractors invited to Rotary events?
 - Is Rotaract invited to attend the Rotary district conference and have a stand in the hall of friendship?
 - Is the Rotaract District Chairman invited to speak at the Rotary district conference?
 - Is Rotaract included on the Rotary district website/magazine/directory?
 - Does Rotary ask Rotaract to help with or pass on details of RYLA candidates/GSE teams/scholars/exchange students?
- What is the support for Rotary like?
 - Do Rotaractors attend Rotary events?
 - Are Rotarians invited to Rotaract events?

b. Where are you going?

The development process is usually linked to goals, these are “what” you have to do, and it’s “how” you go about achieving them that we’re focusing on in this development plan.

It is at this point you need to consider where Rotaract in your district is heading and what is it that you, as a team, want to achieve?

c. New skills or old?

Generally your development areas will fall into two categories: building on existing strengths and developing new strengths/strategies.

d. What kind of external feedback do you get?

How do others view Rotaract in your district at present, both those in the organisation (Rotaractors) and outside of the organisation (Rotarians and the general public)?

e. Using feedback

List the feedback you have had from other people, splitting the comments into strengths and development opportunities (the politically correct term for weaknesses!).

Feedback Source	Strength	Development Needed
e.g. from Rotary District Governor Rotaract Club Presidents Sponsoring Rotary Clubs Non-sponsoring Rotary Clubs General Public	List by each feedback source, the areas in which Rotaract has strengths. These will be things Rotaract is “good” at or the things Rotaract should “continue” to do	List by each feedback source, the areas in which Rotaract has a development need. These will be the things Rotaract could be “better” at or the things Rotaract should “start” doing

Check to see if there are patterns/themes in the feedback. These will provide you with some clues about specific focus areas where development is required.

f. Focus areas

When deciding what your districts focus areas will be, consider;

- Will this help achieve our short-term goals (3–6 months)?
- Will this help achieve our long-term goals (6–18 months & beyond)?

Phase 2 – Creating your district’s development plan

Now you are ready to use the development plan template – see Appendix A.

a. Step 1 – Focus Areas

First complete the district’s focus area(s) as identified previously.

b. Step 2 – Where is Rotaract now?

Fill in the “now” column for each focus area. This is a brief summary of where you are now, and will be a mixture of the feedback from other people and your own thoughts.

c. Step 3 – Where will Rotaract be?

This is a brief summary of where Rotaract will be when you have achieved your goals; these statements need to be phrased positively. To make changes you need to focus on what you want, not on what you don’t want! For example, don’t say “We want to stop losing members” and do say “We want to retain members”.

Remember to prioritise your plan of action to reach your short- and long-term goals.

d. Step 4 – How will we know when we’re there?

This is the distance marker that measures how far along the path you have come!

There is a close link between this and “Where will Rotaract be”, so there may be some repetition between the two areas. To keep it simple, the “how known” column is there to help you measure your progress.

e. Step 5 – Activities and resources

This step is for you to identify **what you need to do** to get Rotaract where you want it to be. There will be a wide range of activities and resources out there, ready and waiting to take you in the right direction. Some suggestions are:

- RGBI Website (www.rotaract.org.uk)
- RGBI CD-ROM
- RGBI Extension Manual
- RGBI Kickstart your Rotaract Club Guide
- RGBI PowerPoint presentation
- RGBI Publicity e.g. posters, leaflets, business cards
- RGBI Exec Team, especially the RGBI Chairman & RIBI Rotaract Officer (Rotarian)

Plan what resources you need to complete your actions, whether this be publicity material, people power or funding. Once you know what resources you need and have access to, use them!

f. Step 6 – When

You have gone to great lengths to figure out what you should **focus** on, what your **goals** are and how you are going to **achieve** them, but when?

Be **realistic** about your time commitments and make some **adjustments** to the plan if necessary.

Plan time in your diary for specific activities. Also don’t forget to schedule some dates to **review** your plan and **check** your progress.

Now you can complete the low-level development goal plan (see Appendix B) to drill down your focus areas even further and create a detailed action plan that is **clear and achievable** for each goal.

g. Step 7 – Reward?

You may like to include a series of **rewards** as you make progress and achieve mini-goals.

Phase 3 – Implement the development plan

Once you have put your development plan together and everyone is happy with it, it's time to start working on it! Give each member of the development team goals that they are responsible to action.

Send a copy of the plan to the RGBI Chairman (contact details available in the RGBI Directory or from the RGBI website). Each member of the development team should also have a copy of the plan.

Phase 4 – Review progress

Once this plan is completed and agreed upon, it is important that members of the development team meet regularly to review progress in order to gauge the impact that your actions are having. It is much like Phase 1 where you checked out your starting point. You may want to consider getting feedback from the same people to check how effective they think your efforts have been.

Checking your progress allows you to reflect on what is working and what is not, so you can adjust your actions or change course if you are not achieving what you want to.

Appendix A

Rotaract District **** High-Level Development Plan (replace * with district number)

Focus Area	Where now?	Will be?	How Known?	Activity	Resource	Timing	Reward
<i>Rotary Awareness (Example row)</i>	<i>Only sponsoring Rotary clubs & a few others know what Rotaract does and ask Rotaract to be involved</i>	<i>All Rotary Clubs knowing what Rotaract does</i>	<i>Rotary Clubs will ask Rotaract for help with their events and/or will be starting new Rotaract Clubs</i>	<i>Send a letter to all Rotary Club Presidents. Send a letter to all the District Rotary Committee Chairman e.g. District Governors, Assistant Governors, Youth Activities Chairman Write regular articles for the Rotary District Newsletter Invite Rotary to attend Rotaract Events Attend Rotary events – especially Rotary District Conference – have a Rotaract stand & speaking slot</i>	<i>Rotary District Liaison Officer Rotary District Directory RGI CD-ROM RGI PowerPoint Presentation,</i>	<i>Letters – send out 2nd month of Rotary year & repeat every quarter, Newsletter ongoing Find out if your Rotary district has mailings/meetings to save on resources</i>	<i>A round of applause!</i>
<i>Public Awareness (Example row)</i>	<i>Occasional articles in localised newspapers, some posters in libraries (done by club not by district) General public not heard of Rotaract</i>	<i>Greater public awareness – more people knowing what Rotaract is</i>	<i>Increase in club memberships and increased visibility around towns with Rotaract Clubs</i>	<i>Send regular articles to newspapers throughout district Advertise on local radio – use community slots to publicise events for free Poster campaign – all clubs to spend a day putting posters in library, newsagents, take-aways, driving schools, colleges, universities etc Send letter & posters to large employers in district Send letter & posters to schools in district (for teachers)</i>	<i>Rotaract CD-ROM RGI website Rotaract Club Presidents & members RGI Posters/leaflets RGI PowerPoint Presentation Newspaper contacts Radio Contacts</i>	<i>To be completed within a 3 month time period</i>	<i>A district party-including Rotary</i>

For each focus area you will have an end goal. These goals need to be defined more clearly in order to achieve them. The form on the next page is for this purpose.

Appendix B

Rotaract District ** Low-Level Development Goals**

Goal:

Steps/strategies to achieve goal:

Resources required per step:

Timeframe for each step & owner:

Documentation required for each step:

Evaluation & review of goal and progress: