



DISTRICT VISION

Strengthen Rotary in the District to support clubs, ensure continuity, sustainability and the maximum possible impact of our work in the future.

CORE VALUES

Inspire clubs to embrace change, show that positive activity is taking place to meet the needs of today's society and keep the future of Rotary alive and fit for purpose.

We provide fellowship, integrity, diversity, service and leadership.

MEMBERSHIP STRATEGY

- Support and strengthen clubs
- Work with public image to enhance and increase awareness as well as raise awareness of brand
- Foster club innovation and flexibility
- Promote membership diversity
- Improve membership recruitment and retention
- Project led strategy to both engage and retain current members but also with a view to widening participation to the wider community. Therefore increasing sustainable service focused programmes and activities – supporting youth and young leaders, and Rotary's six areas of service
- Utilise themes to feed out to clubs who can then decide / choose from a variety of potential projects or ways to give service, which also have an opportunity for the club to invite people to as well as pushing out on PR.
- Publicise action orientated service with a view of raising awareness of the benefits of membership of Rotary
- Increase collaboration and connection with other organisations
- Develop leaders and leadership skills
- Look at starting new flexible clubs and ways of participation in Rotary both to supplement clubs and raise the profile of Rotary
- Encourage strategic planning at Club, AG and District levels
- Encourage clubs to promote their networking and signature activities.
- Maximise member retention

MEMBERSHIP ACTION PLAN

1. Work with clubs to facilitate entry of goals and projects on Rotary Club Central and increase awareness of information, resources and training via My Rotary
 - offer training through AG areas
 - Provide and develop bank of projects and themes pre and post COVID
 - Encourage thinking of impact to be able to upload onto RCC and pass through social media / website to potential members
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2. Promote leadership development and enhance current and prospective member's Rotary knowledge by encouraging increased participation from Clubs in available learnings and development activities, seminars and conferences
 - Distribute to AGs lists and information of the available items including links
 - Distribute the same in District mailings
 - Work with PR to raise the profile of Rotary
3. Maximise member retention through sharing of best practice through AG areas, and building a bank of meeting and project ideas (see appendices)
4. Aspire to a net increase in membership and a reduction of the age profile within the District throughout the year
 - Identify regions with AG areas that may present an opportunity for a new style Rotary club
 - Work with current clubs to see whether there is the opportunity to increase membership arising from the volunteers who enlisted to support the COVID effort
5. Strive for the establishment of one new Interact, one new Satellite club and one new Rotaract Club annually within the District
 - Work with Tony Jordan and Patricia Taylor to facilitate this
 - Encourage Rotakids to look at Interact and Interact to consider Rotaract
 - Encourage clubs and provide support in identifying and setting up these initiatives.
6. Utilise the 30th Anniversary of the changing of the RI Constitution to include female members as a platform to showcase female role models in Rotary
7. Provide support to AG areas and clubs to develop alternative meetings
 - Provide detailed information on the different types of clubs and meetings through AGs and District Mailings
 - Provide and promote the use of the Health Check (which is to go online shortly)

APPENDIX 1: THEMES

Food and nutrition

- foodbanks, whether be donations in lieu of meals or physical food donations, helping out at established ones or setting up an actual foodbank in your area.
- Virtual cook alongs
- Virtual talks on nutrition / Facebook live
- Providing food parcels or hot food
- Recipe cards
- Youth 500 word essay competition
- Food Plant Solution Rotary Action Group

Isolation, loneliness & mental ill-health prevention

- Contact the elderly
- Virtual coffee mornings
- Robotic cats
- Promoting exercise / Schedule of walks organised by a club
- Keeping well at home booklet to put into homes (example of this - Salford rotary) / sign posting to help
- Youth 500 word essay competition

Environmental

- Litter picking
- Rotary woods in each AG area
- Ecobricks
- Youth essay competition
- End plastic soup
- Sensory garden
- Clothes exchange
- Recycle unwanted gifts / items – collect glasses, stamps, computer equipment / clothes (see appendix 4)

Education

- Reading online
- Subject talks online (Space exploration with Rotary, Maths with Rotary etc)
- Career's talks online
- Kids can cook a meal online but from tin cans
- Online competitions (reading poetry, piece of music, virtual BGT equivalent, speeches / public speaking, spelling, essay competition on one of the 6 areas of focus)

Peace and conflict prevention/resolution.

- Minority group education
- Talks on peace
- Promoting peace fellows
- Provide relief and help to those who have fled conflict – any way to work with refugees- what are the local refugee charities?
- Help children who have been orphaned, injured or traumatized by conflict – are there any charities that you can send donations of glasses, computers etc
- Use role playing and sports to teach children and young adults on socially appropriate ways of dealing with conflict

- Training sessions for community leaders to cover strategies to prevent and mediate conflict
- Pursue projects that address the underlying causes of conflict including poverty, inequality, ethnic tensions, lack of access to education and unequal distribution of resources
- Youth essay competition

Disease prevention and treatment.

- Stroke awareness & blood pressure days
- Education on how to avoid a second wave of COVID
- Promote end polio now
- Partner with successful community based health care organisations to strength and expand existing services e.g. Yorkshire cancer research,
- Health education programs that explain how diseases spread and promote ways to reduce the risk of transmission
- Are there any community health care providers that are low on items – how can we provide them?
- Face masks to homeless
- Youth essay competition
- Stop the spread initiative– have businesses be certified as covid safe
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Water and sanitation.

- Toilet twinning
- Videos on how to wash hands – Rotarians singing along whilst washing hands
- International projects (building wells, home water treatment capability)
- Sand dams
- Youth essay competition

Maternal and child health.

- Support immunisation programs
- Promote good nutrition – videos, recipe cards
- Education around water sanitation & hygiene
- Support domestic violence (through donations of clothing, food, sanitary & healthcare items)
- Provide information about and access to contraceptives and advice
- Youth essay competition
- Calmed Group (from Gravesend Rotary)

Basic education and literacy.

- Partner with PTAs
- Classroom supplies?
- Online readers
- Online rotakids
- Youth essay competition
- Access to the internet for those who don't
- Volunteering in a classroom or an after school program
- Interact
- Toy bank

- Book bank
- School uniform bank
- Promote stem projects
- Remove barriers to girls education
- Careers advice
- Period poverty

Economic and community development

- Microloans
- Business networks
- Post covid schemes to engage and stimulate local communities
- Soup kitchen
- Online ideas exchange to help promote the local economy / local economy showcase
- Post covid town celebration / community cohesion day
- Tackling homelessness (provide rucksacks, choc and socks, small wash packs, partner with homelessness charities, help out at shelters, provide hot meals)
- Youth essay competition

International

- Crutches area for Africa
- Peace scholars
- Vision screening
- Disaster network of assistance rotary action group
- End polio now

APPENDIX 2: CALENDER OF THEMED WEEKS

1-7 th June	Volunteer week
15 th July	World Youth skills day
12 th August	International Youth Day
19 th August	World Humanitarian Day
5 th September	International Day of Peace
8 th September	International Literacy Day
21 st September	International Day of Peace
29 th September	International Day of Awareness of food loss and waste
2 nd October	International day of non-violence
8 th October	Clean Air day
10 th October	World mental health day
17 th October	International day for Eradication of Poverty
18 th October	World menopause day
24 th October	United Nations Day
	World Polio day
6 th November	national Stress Awareness day
6-12 th November	International Week of science and peace
10 th November	World Science Day for Peace & Development
16 th November	International Day for Tolerance
20 th November	World Children's day
25 th November	International Day for the elimination of violence against women
11 th February	International day of women & girls in science
8 th March	International Women's day

16 th – 22 nd March	Nutrition & Hydration week
20 th March	International Day of happiness
April	Stress Awareness month
3 rd April	Walk to work day
7 th April	World health day
21 st April	World creativity & innovation day
24 th -30 th April	World immunisation week
May	National Walking month
	Action on stroke month
18 th – 24 th May	Mental health awareness week
5 th June	world environment day
8-14 June	Carers week
15-21 June	Men's health week
	Loneliness Awareness week

APPENDIX 3 - MEETING IDEAS

(courtesy of Joint AGs for G10 – Paul Simpson & Caroline Murie)

The G10 Ideas Bank

Idea	Comments
Zoom Quiz	<ul style="list-style-type: none"> • Club, Area, District, International, family and friends • Several quizzes available online. Leeds White Rose have given us access to their existing quizzes • Can embed Powerpoint slides, video, music etc , so many different variants possible eg Catchphrase, logos, music • PAYF donations to specified charities via just giving type sites or club charity accounts
Race Night	<ul style="list-style-type: none"> • Readymade solutions exist, often linked to specific charities
Balloon Race	<ul style="list-style-type: none"> • Eg McMillan Murder Mystery packs available online
Murder Mystery	<ul style="list-style-type: none"> • Games include Call My Bluff, Would I lie to you, Countdown
Call My Bluff	
Lectures	<ul style="list-style-type: none"> • Motivational speakers – experts in their fields • Potentially worldwide speakers • Speakers from Rotary List • Rotary Together talks – via YouTube • TedTalks
Learning a skill	<ul style="list-style-type: none"> • EG ‘Crafting with Kirstie’ – talented Rotarians teaching skills • Cookery Demonstrations (Jamie’s Ministry of Food) • Making a meal together and eating it together • Ready Steady Cook – what can you make from a food bank bag – done by chefs • Hairdressing demonstration • Learn sign language
Competitions	<p>Arts and crafts</p> <ul style="list-style-type: none"> • Photography • Painting • Virtual Gallery • ‘Grayson’s Art Club’ • Made it myself fashion show <p>Activities</p> <ul style="list-style-type: none"> • Garden assault courses • Dog shows/assault courses
Live music	<ul style="list-style-type: none"> • Bands • Recitals • Watching concerts together (YouTube etc) eg Brass Band
Bradford Soup	<ul style="list-style-type: none"> • Taking Soup online

	<ul style="list-style-type: none"> • Needy causes pitch online • Mechanism for voting etc to be decided by steering group
Wine Tasting/Cheese pairing	<ul style="list-style-type: none"> • Same selection of wines (and cheeses?) delivered to participants. Tasting conducted on Zoom
Bradford Fringe Festival	<ul style="list-style-type: none"> • Festival going ahead 4th July to 4th August online • Support for activities
Engagement with Rotaracters	<ul style="list-style-type: none"> • Identify projects which you would like to work with young people on
Virtual tea parties/dinners	<ul style="list-style-type: none"> • Eg 'Hats will be worn' – dressing up to a theme • Formal dinners – eg Virtual Charters • Food either home made or could be delivered eg Afternoon teas in a box
Book Club	<ul style="list-style-type: none"> • Either everyone reads the same book and discusses, or everyone reads a different book and recommends (or otherwise) to the group
Ryla Alumni meeting	<ul style="list-style-type: none"> • Alumni and their parents across all clubs talking about the impact of Ryla
BRADFORD CONFERENCE	<ul style="list-style-type: none"> • An alternative to District Conference, based in Bradford with high level speakers
Car treasure hunts	<ul style="list-style-type: none"> • Social distancing built in! Especially if clues/treasure can be seen from the car • Refreshments could be provided en route
Social distancing outside	<ul style="list-style-type: none"> • Currently limited to 6 people, but that may increase. Venues could be gardens or public spaces • Council meetings • Small scale garden parties – safari suppers • Socially distant meals together in the outdoors eg BBQs
Ebay Sale	<ul style="list-style-type: none"> • Selling unwanted items for club funds • Thrift+ sell donated items on your behalf and donate to charity

APPENDIX 4 – RECYCLING

Item	Charity	What it does
Sanitary items Clothes hangers Mens shoes	St Augustine's Centre, Halifax (drop off Mon – Thurs 10-3)	Works with victims of domestic violence and disadvantaged people in the Halifax area who come to the Clothes Hanger
Bras	Against Breast Cancer https://www.againstbreastcancer.org.uk/recycling/bra-recycling/	-Fund breast cancer research - prevents these bras going into landfill, new lease of life in developing countries, where bras are too expensive to buy
Computers, mobile phones, gadgets	Rainbow trust https://www.rainbowtrust.org.uk	Supporting the families with a seriously ill child
Reading glasses	Vision Aid (not currently taking donations due to covid)	Gives the gift of sight to those in developing countries
Old coins or currency	Poverty Child https://povertychild.org/	Dedicated to helping slum children and those in extreme poverty
Clothes	<p>Refuge – if you sell on eBay, you can ask for the money to be sent to this charity: https://www.refuge.org.uk/get-involved/other-ways-to-donate/</p> <p>Firefighters charity at their textile banks – there are many in Calderdale these can be taken to</p> <p>Re-fashion Now – donation bags can be ordered and then sent back to them. Works with CoppaFeel, Make a wish, my AFK, Womens Aid and Breast Cancer Now</p>	<p>Domestic violence</p> <p>Provides mental physical and social support to UK Fire fighters in need, through the coronavirus and beyond.</p> <p>Helps charities that can't open a shop. They sell clothes online to help the mentioned charities</p>

		to fund cancer research, help children and young people with life threatening conditions etc.
Books & stationary suitable for children up to age 18	Kesho Kenya https://keshokenya.org/be-involved/ (there are many more book projects on www.book-cycle.org)	To advance access to education and employment for vulnerable young people living in the coast of Kenya, through a long-term holistic integrated approach
Computers & electrical equipment (list is long but ICT & office related)	Weee Charity https://weeecharity.co.uk Accepting drop offs from 1 st June	Reuse recycle or resell equipment back into the community rather than landfill. To relieve poverty, donate to charities from money raised as well as employing those who struggle to get employment
Stamps	MS Society	Fund research into finding a cure
Inkjet cartridges	MS Society through The Recycling Factory NB/ The Recycling Factory partners with many charities so we could choose more if we wanted including RSPCA, Stroke Association, the list is endless)	Fund research into finding a cure
Inner tubes (from push bikes)	Cycle of good (send by post or drop off at Blazing Saddles in Hebden Bridge)	Save inner tubes from landfill (environmental friendly) as well as end poverty in the poorest communities in Malawi – enterprises set up to make things out of unwanted items
All sorts!	Terracycle www.terracycle.com Through zero waste boxes from their website- coffee bags to contact lenses, crisp bags, garden equipment	Reuses, upcycles and recycles rather than incinerating or landfilling it – so just

		really good for the environment!
Books, games, DVDs, CDs	Ziffit or Music Magpie A price is offered for each item. Once agreed, send off with downloadable postage and receive money	Recycles unwanted items and cash can be raised for the Rotary club to go to a nominated charity