

Global Trekker E-Club Envisioned – January 2019

The Global Trekker club is an e-club geo-centered in eastern Stokes County NC. It primarily provides Rotary service for the benefit of that community, to the district encompassing Piedmont NC, and extends support to the broader Rotary international community.

Services to eastern Stokes County

- Education projects
- Hunger alleviation projects
- Environmental projects

Services to the district and Rotary International*

- Inward focused
 - Convenient and innovative membership alternative to traditional clubs
 - Seeding district with ideas coming from outside the area
- Outward focused
 - Advertising District and area projects internationally
 - Seeding other districts with Global Trekker club protocol

*Inward and outward focused services accomplished via:

- Live attendance at club meetings
- Viewing of recorded sessions
- Social media postings
- "Word Of Mouth" communication about experiences obtained from the above

Goals, Objectives and Tactics to Achieve the Club's Vision

Goal I: Provide more support for eastern Stokes County service projects.

Objective 1: Provide more money for Stokes County projects each year using end-of-year expenditures** as baselines: 2017-18 - \$1,826; 2018-19 - \$2,599

**2017-18: Dictionaries, scholarships; 2018-19: ESOM Food Pantry, Northern Stokes Food Pantry, scholarships, YMCA Camp Hanes

Tactic 1: Increase support to Annual Fund–SHARE each year (the funding source for District Grants three years removed from the donation period) and win grants each year for education or hunger alleviation or environmental projects. Achievement of this tactic is measured by review of end-of-year support to SHARE and success in winning fully allocated amount of District Grant for oncoming year. 2017-18 - \$1,885 & \$400 grant for dictionaries; 2018-19 - \$7,086 (March 31) & \$400 grant for ESOM + NSFP

Tactic 2: Increase percent of member participation in club fundraising each year using the 66% achieved in 2017-18 and 80% in 2018-19 as baselines for measuring progress

Sub-Tactic: Insure that all Rotary insignia satisfy Rotary standards prior to developing advertising and other materials associated with fundraisers

Tactic 3: Increase number of Active members each year to 30-35: Baselines of 12 in 2017-18 and 18 in 2018-19. Evaluation based on January 1st membership counts

Sub-Tactic A: Continue to use club-specific membership category of "Friend" to cement relationship between the club and prospective members: 2017-18 – Madison; 2018-19 – Sally, Ron H

Sub-Tactic B: Start an *e-Rotaract* club by June 2021 with the idea of using it to help physically with club projects, to interject new ideas, and to act as a potential "feeder" for future club membership

Sub-Tactic C: Encourage all Active members to recommend at least one potential new club member to membership in the club Facebook Group. Improvement will be measured by a Mid-Year Member Satisfaction question dealing with this behavior. Dec 2017 shows that 4 of 9 have recommended others to the FB Group. Dec 2018 shows 7 of 10 have recommended.

Objective 2: Further education service component of goal by exploring opportunities to tutor children and young adults where ever members are located. Evaluation to be conducted by April 2019

Goal II: Continue services to the District and RI.

Objective 1: (Both Inward and Outward Focused) Continue to recruit guest speakers from outside D7690 to supplement those recruited from within. Running from July 1 to Dec 31 2017 about 1/3 have been recruited from outside the geography of D7690. From Jan 1 to Dec 31 2018, 1/2 of the 38 guest speakers were from outside D7690

Objective 2: (Inward Focused) Achieve greater numbers within D7690 who are familiar with Global Trekkers and our meetings

Tactic 1: Increase percentage of AGs attending at least one meeting. Baseline set as of Dec 31 2017 is 10% but none attended in 2018. Achieve this tactic by inviting non-Area 2 AGs to be guest speakers

Tactic 2: Link recorded meetings to the D7690 website so that Rotarians from other clubs can perform "make ups" using our meetings. Explore the possibility of tracking number of uses of this function so that dissemination can be monitored and progress toward satisfying Objective 2 via this tactic can be evaluated. Accomplish this by June 2020.

Tactic 3: Encourage at least 5 members to attend district conferences in their geography by continuing to budget for this in the Club Account. Track usage of this option: 2017-18 – 2 of 11 members, 2018-19 – 6 of 18.

Objective 3: (Outward Focused) Continue to advertise D7690 and its projects

Tactic 1: Encourage guest speakers to become a member of the Global Trekker Facebook Group and to invite others to it

Tactic 2: Wear great, fun, colorful Global Trekker shirts at international and local events