

Chad Rosenberg
7450 District Governor
2015 - 2016

EXTENSION

GOAL: 5 New Clubs = 125 New Members

- Old City
- Art Museum
- West Philadelphia
- South Philadelphia
- Chinatown
- Queen Village
- Pine Street
- Center City Happy Hour Club
- Manayunk
- Roxborough
- City Avenue Breakfast Club

FOUNDATION

GOALS:

- Each PE signs up for TRF Direct before Induction Dinner
- 25% of District on TRF Direct

YOUTH EXCHANGE

GOAL:

- Youth Exchange Cookbook - Money to be used for RYLA

MEMBERSHIP

DEVELOPMENT

GOALS:

- JUST ASK Campaign
- Each PE propose 1 New Member before Induction Dinner = 51 New Members
- How to Engage Young People Program

RETENTION

GOALS:

- Distribute New Member Orientation Program to Clubs
- First Timer Scholarship

ADMINISTRATION

DISTRICT CONFERENCE

GOALS:

- Celebrity Keynote Speaker
- Service Above Selfies - SASY Awards
- 200 Rotarians at Saturday Sessions
- 425 at Gala
- First Timer Scholarship for each club
- Special Session for First Timers

COMMUNICATION

GOALS:

- Monthly AG Skype Call
- Quarterly AG Area Presidents Skype Call
- Quarterly Newspaper
- DG Blog - Faces of Rotary: A Year of Service
- Member to Member Business Site

DISTRICT OUTREACH

GOALS:

- District Family Picnic
- Pop-Up Service Project
- Printed Qtrly Newsletter
- DG Blog

ROTARY CLUB CENTRAL

GOAL:

- 90% Club Participation

CORPORATE SPONSORS

GOAL:

- \$50k

MARKETING & PR

GOALS:

- Celebrity Honorary Members
- Speak to Associations
- Trade Show Booth
- Local TV