

Strategic Plans for the Virginia District Pilot International August 2020

MEMBERSHIP AND GROWTH

Goal: Maximize growth and retention in Pilot and Anchor Clubs

Objectives:

- A. Pilot Clubs
 - 1. Retain current membership.
 - a. *Strategy:* Promote PI incentives for recruitment
 - b. *Strategy:* Discuss at Club Visits and in Governor's Bulletins
 - 2. Maintain and strengthen clubs.
 - a. *Strategy:* Similar to strategies stated above
 - 3. Encourage clubs to maintain a membership level.
 - a. *Strategy:* Encourage clubs to contact the Membership Development Team
 - b. *Strategy:* DAC contacts club on a regular basis
 - c. *Strategy:* Promote International Membership incentives
 - d. *Strategy:* Acknowledge new members in Governor's Bulletins
- B. Anchor Clubs
 - 1. Maintain and strengthen Anchor Clubs
 - a. *Strategy:* Provide continued Pilot support
 - b. *Strategy:* Encourage attendance to Fall Council, District Convention and PI Convention. Include in registration information
 - 2. Encourage Pilot Clubs to establish and support new Anchor Clubs
 - a. *Strategy:* Determine location for new clubs
 - 3. Hold annual Anchor Convention
 - 4. Charter new Anchor Clubs

SERVICE

Goal: To serve by furthering Pilot International's humanitarian efforts through charitable, educational, and research programs in communities throughout the world.

Goal: To achieve universal awareness and prevention of Brain-Related Disorders and Disabilities

Objectives:

- A. Support Project Lifesaver and continue annual service project at Fall Council and/or District Convention to be determined by Host Club
 - 1. *Strategy:* Investigate potential projects with Project Coordinator and the Host Club to provide list of prospective projects prior to Fall Council and/or District Convention planning meeting
 - 2. *Strategy:* Project determined by the DAC and Host Club at Fall Council and/or District Convention planning meeting

3. *Strategy:* Notify clubs of district project in Governor's Bulletin with a reminder in the Call to Council/Convention
- B. Support BrainMinders. Recognize successful club service projects annually
 1. *Strategy:* Showcase successful project
 2. *Strategy:* Ask those clubs to provide a workshop or presentation
 3. *Strategy:* Present District Awards

EDUCATION AND TRAINING

Goal: Utilize education and training for leadership development to enhance Pilot impact in Virginia District Communities

Objectives

- A. Conduct training sessions on an annual basis for members, officers and future leaders
 1. *Strategy:* Provide workshops at Fall Council and District Convention
 2. *Strategy:* DAC selects potential workshop presenters; Coordinate presentations at District Convention and Fall Council
- B. Reinforce Pilot International goals and objectives
 1. *Strategy:* Utilize Governor's Bulletin
 2. *Strategy:* Annual Meetings – PIF Representative should submit article quarterly for Governor's Bulletin, present updated information at Fall Council and District Convention, highlight importance of \$250 Club
 3. *Strategy:* Maintain communication between the Governor and Club Presidents

VISIBILITY

Goal: Promote Pilot International as the global service organization of choice

Objectives

- A. Publicize District meetings and projects
 1. *Strategy:* The Host Club should submit articles to the media
 2. *Strategy:* Arrange to have District Meeting on Hotel and/or Convention Marquee, have Pilot banner at registration desk and conventions, promote/advertise service project
- B. Internet
 1. *Strategy:* Maintain the Web Site
 2. *Strategy:* Utilize social networking (Face book, etc.)

FINANCIAL

Goal: Maintain a financially healthy district

Objectives

- A. Balance budget annually
 1. *Strategy:* Identify financial constraints
- B. Encourage all clubs in the District to become Gold Star Clubs (\$5 donation per member)
- C. Plan a district fundraiser each year.