



**DISASTER
NETWORK OF
ASSISTANCE**

**ROTARY
ACTION
GROUP**

Disaster Response: We Connect the Dots

DNA-RAG 5 Year Strategic Business Plan

VISION

Recognising that Rotary Clubs and Rotarians always are in the forefront in responding when a disaster strikes in their area, the DNA-RAG exists to assist the global Rotary network to respond in a sustainable and effect manner to each and every disaster globally.



MISSION

The Disaster Network of Assistance Rotary Action Group (DNA RAG) is an active network of Rotarians, Rotaractors, affiliated Rotarian and other groups who assist when a disaster strikes on a worldwide basis.

Our focus is on disaster preparedness, response and recovery with an emphasis on communication with those affected and provision of assistance for their long-term recovery.



OBJECTIVE

To build a global network of Rotarians, Rotary Clubs, Rotary Districts, Rotary Projects and others who have the skillsets, knowledge, background, and ability to assist in Disaster Response, with the clear goal of ensuring that when Rotary responds to a disaster it is in an effective and sustainable manner to assist those affected in their recovery.



THE NETWORK

DNA-RAG connects the dots

STRENGTHS

The Global Rotary Network:

- 32.000 Rotary Clubs Globally
- 1.2million Rotarians
- Direct lines of communication with R.I. and TRF

WEAKNESSES

- Competing Rotary Projects
- Project partners competing in the same space
- Autonomy of every Rotary Club
- Overall Rotary structure

OPPORTUNITIES

- DNA-RAG opens doors that are shut to Rotary Projects
- Provision of Grant Writers to assist with TRF Grants
- Access to the DNA-RAG network.

THREATS

- Existing Rotary Projects providing disaster aid

RISKS & COMPETENCIES

Risk :

Uncertainty of what the RAG can provide the membership, WITFM, economic, social, legal. Internal and Rotary politics.

Competencies:

We have the connections to R.I. and TRF, the Network

Membership :

Our weakness today, Rotary operates in 220 Countries and geographical areas, our challenge is to recruit members in each country and geographical area over the next 5 year, we should target to grow to 1500 members by 2027, the first 100 will be the hardest, once we get to 250 this will accelerate, many hands make light work.

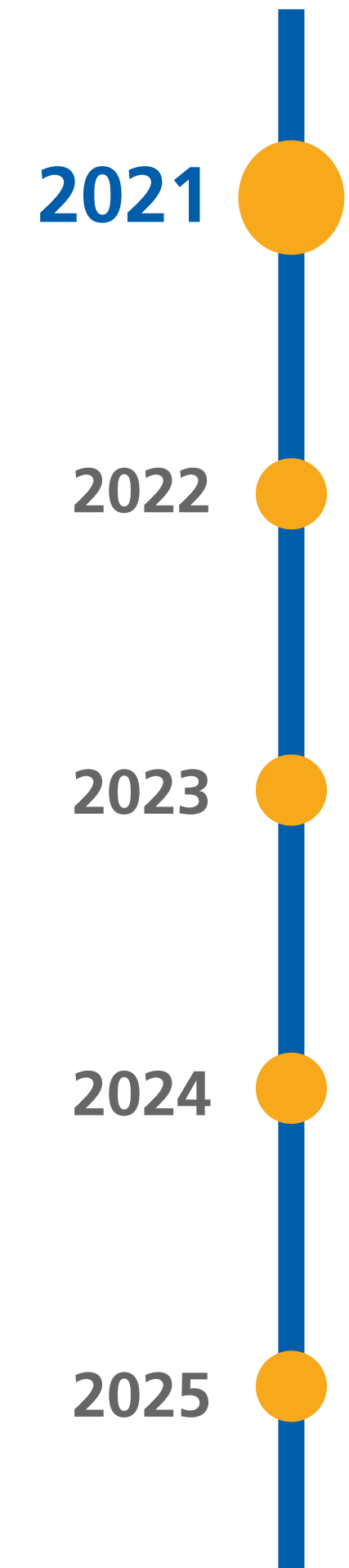
TIMELINE

To build a successful RAG with a global membership of 1250 members in 25 Zones by 2027

TIMELINE YEAR 1

Year 1 2021/2022:

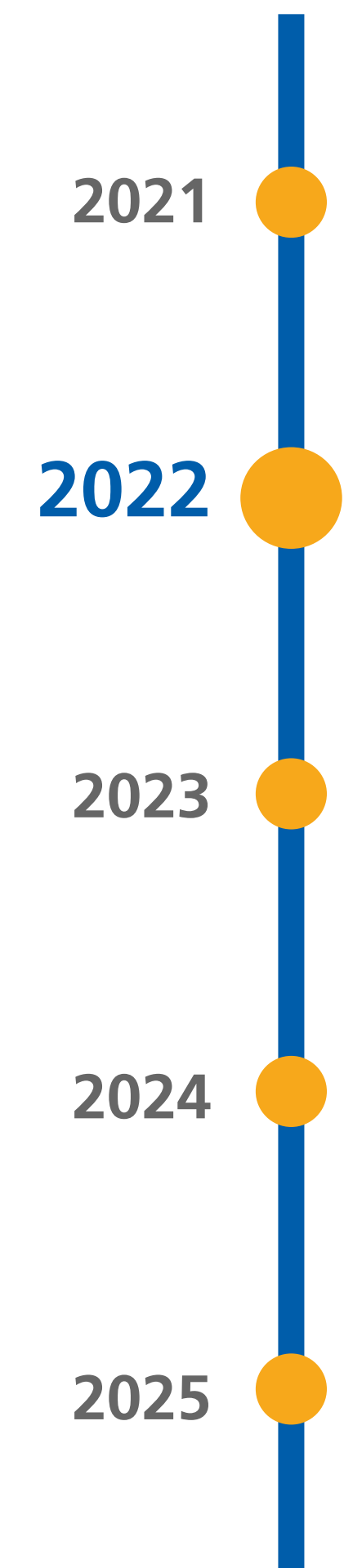
1. Membership Data base (DACdb/IMember)
2. Determine and appropriate budget to finance activities of the RAG
3. Regular monthly communication with membership
4. Digital marketing materials/Branding prepared and approved.
5. Re Launch of DNA-RAG and membership drive at Houston 2022 Booth and Break out session
6. SOP Disaster preparedness manual in train/prepared.
7. SOP Disaster response manual in train /prepared.
8. SOP Disaster preparedness training manual in train/prepared.
9. Plan and prepare to attend and present at Zone Conferences targeting Zone 6, 8, 9, 10, 20, 24, 26, 34. Targeting: DGN's
10. Membership Target year one: 250



TIME LINE YEAR 2

Year 2 2022/2023

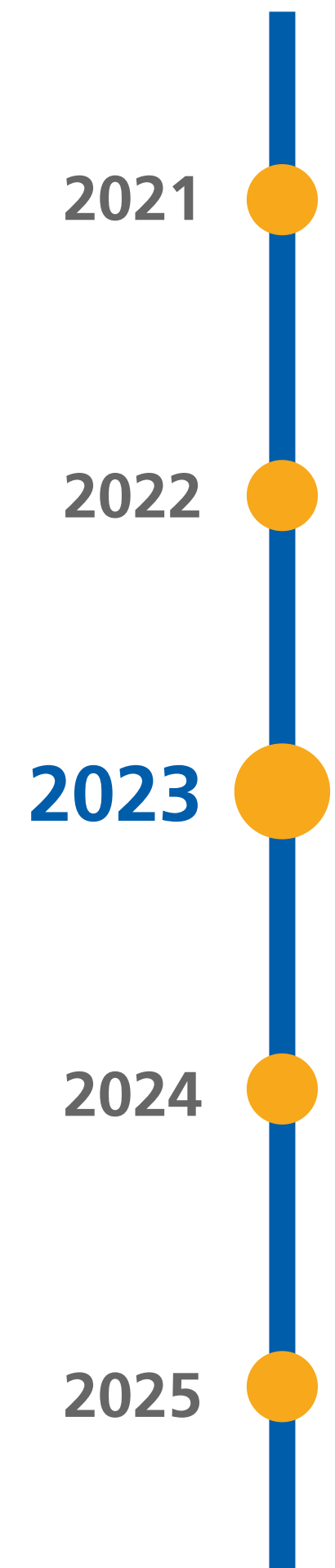
1. Regular monthly communication with membership
2. Determine Budget for 2022/2023
3. Assign members to committees /responsibilities.
4. Prepare for International Convention Melbourne Australia, Booth and Break out Session targeting DGN's.
5. SOP, Disaster Preparedness/Response/training manual continued updating.
6. Disaster Preparedness/Response Training session program planned and initiated.
7. Plan and prepare to attend at Zone Conferences as 2022 adding Zones 2, 19, 23, 27.
Targeting: DGN's
8. Membership Target year 2: 350



TIMELINE YEAR 3

Year 3 2023/2024

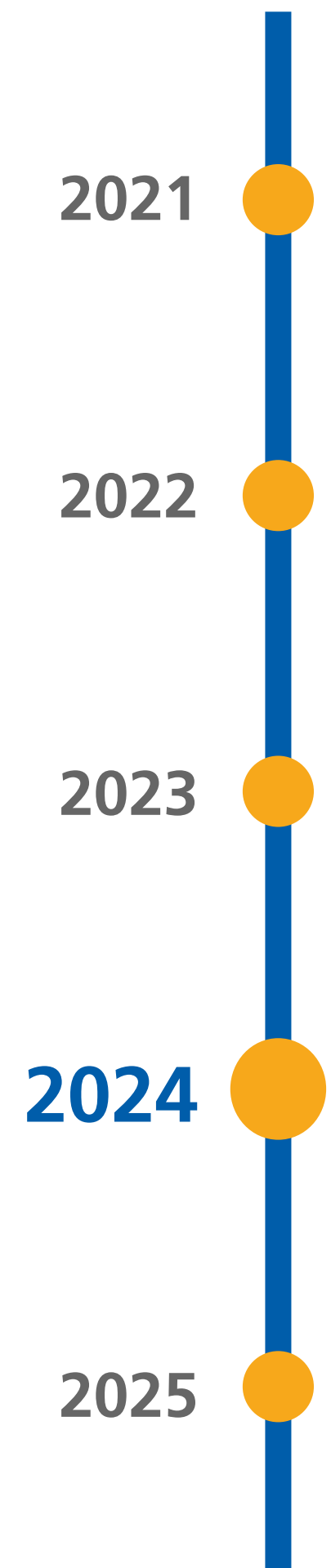
1. Regular monthly communication
2. Determine Budget
3. Involve membership in activities and committees of RAG.
4. Prepare for International Convention Singapore 2024, Booths and Break out Session,
5. Continued development of SOP Manuals (multi-Language editions)
6. Disaster Preparedness/response Training program in place and functioning in 5 Zones.
7. Plan and Prepare for Zone Conferences as previous adding Zones 4, 29, 30, 32.
Targeting: DGN's
8. Membership Target for 2023/2024: 600



TIMELINE YEAR 4

Year 4 2024/2025

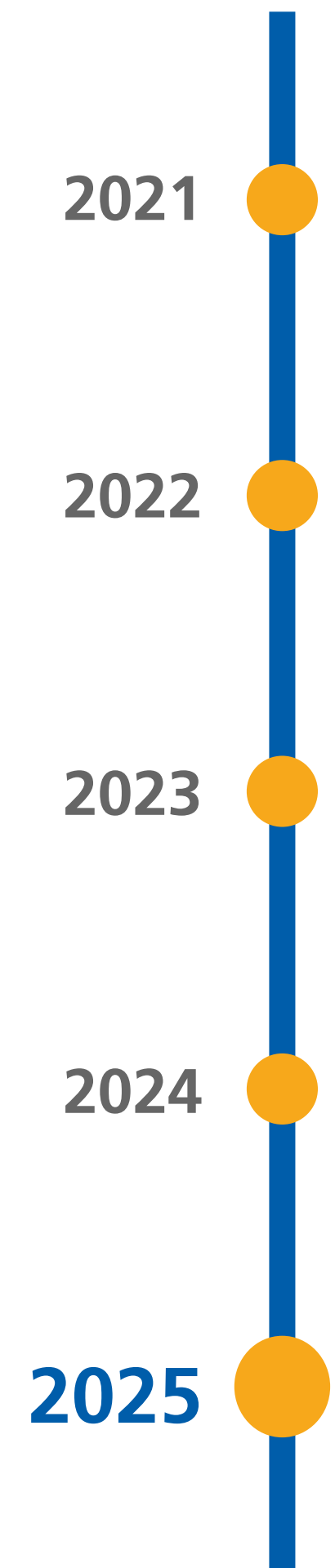
1. Regular monthly communication with membership
2. Determine Budget
3. Prepare for International Convention Calgary Canada booth and Break-out session
4. Continued development of SOP manual. (plus additional languages)
5. Training programs modules in place functioning in 10 Zones and Train the Trainer program in place.
6. Plan and prepare for Zone Conferences as previous adding Zones 5,12,31,33. Targeting DGN's.
7. Membership Target 2024/2025: 950



TIMELINE YEAR 5

Year 5 2025/2026

1. Regular Monthly communication with Membership
2. Determine Budget
3. Prepare for International Convention.: Booth and Break out session.
4. Continued development of SOP Manual adding additional languages.
5. Training program and modules in place. Active program Train the Trainer ongoing and functioning in 15 Zones
6. Plan and Prepare for Zone Conferences as previous adding Zones 28, 7, 21, 11, Targeting DGN's
7. Membership Target 2025/2026: 1250



ACTION PLAN

To attract new members with skillsets and assign to committees in their particular area of expertise.

The best opportunity will be in Houston in 2022.

HOUSTON 2022

We must have a significant Presence: at least 2 booths manned by 4 members at all times whilst the HOF is open, plus 2 members recruiting all the Rotary Projects that participate in Disaster Response showing in the HOF and recruit those organisations as members.

A break out session with significant Rotary Leaders past and present in attendance and put on a good show, get Shelterbox, Disaster Aid, Aquabox and others to do brief 3-5 minute presentations and get 500-800 to attend the Break out session with the clear purpose to recruit more members. We must get the session, get the VIP's and get a good show in place.



RECRUITMENT

As we recruit new members with the right skill sets, we assign them to committees, again to build the network and take on those roles the board and current membership do not have the time to perform properly.

We seek members with these areas of expertise:

Membership
Marketing
Speakers
Social Media
Digital Media

Accounting
Fundraising
Project management
Public Relations
Legal

Disaster Preparedness Training
Disaster Relief Management
Disaster Care
Newsletter / Communications
Website Design and Maintenance

COMMITTEE RESPONSIBILITIES

Marketing, Membership & Public Relations

MEMBERSHIP COMMITTEE

- Goal 1250 members with 40 plus members in 30 countries.
- Launch membership Drive at International Convention in Houston 2022
- Break out session in Houston
- Assign each new member to a committee
- Arrange one social activity for members at Houston
- Continue same activities at each subsequent Convention.
- One member of membership committee on Board
- One member of Membership committee on Marketing Committee.

MARKETING COMMITTEE

- Brochure design, digital and analogue in train
- Point of sale materials digital and analogue in train
- Newsletter : Monthly
- Updates ; as and when news/disasters occur
- Membership events

PUBLIC RELATIONS COMMITTEE

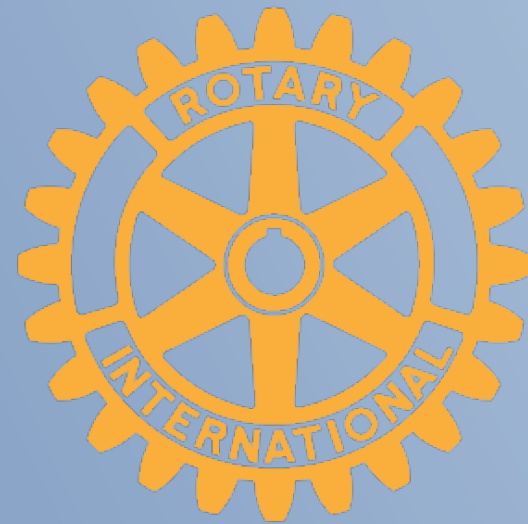
- Working with Marketing committee
- Digital and Social Media; Instagram and others platforms
- Newsletter with Marketing committee
- Website design and maintenance

To make this happen

- 1. We never give up**
- 2. We trust and care about each and every member**
- 3. We develop a culture with discipline**

Remember what got the DNA-RAG here won't get us to where we need to go.
We have a long road ahead and it will take time, patience, support and commitment from all members.

Rotary



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