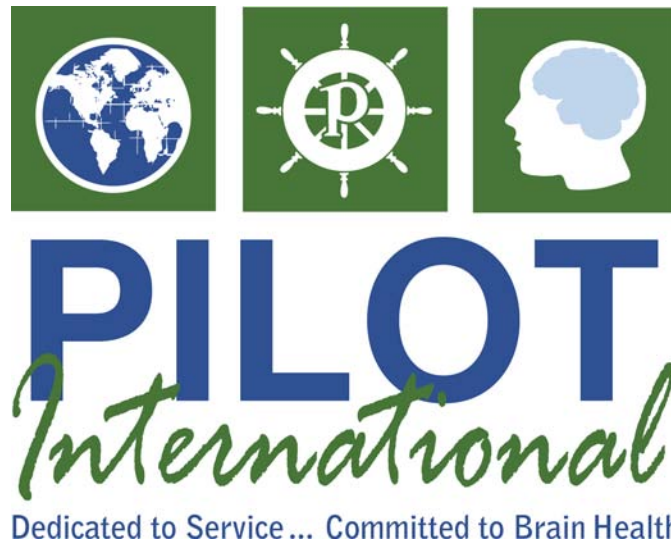


PILOT INTERNATIONAL FLORIDA DISTRICT

STRATEGIC PLAN

2011-2014



Revised/Updated January 2011

The 2010-2011 Florida District Executive Council revised the Strategic Plan 2011-2014 for the Florida District. The plan is to continue to identify the direction the Florida District would take to promote growth, develop friendships and increase the opportunities for service in Pilot International throughout Florida. The DEC hopes to continue to serve as a role model to Florida clubs and promote awareness of and the value of strategic planning.

The plan is to be reviewed every year by the incoming DEC. The goals objectives, and strategies are to be assessed, a status report given, and new goals, objectives and strategies developed as needed. A report will be presented to the membership at Fall Council and District Convention. The Lt. Governors and the DAC are responsible for initiating discussions concerning the value of strategic planning with each club during visits.

The Strategic Plan is to be incorporated into the District Policy and Procedures Manual as an appendix.

MISSION STATEMENT

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

VISION STATEMENT

The vision of the Florida District is to enhance the visibility of our organization on a district level through the leadership, growth, and retention initiatives set forth herein.

Goal 1: Meet or exceed the District Goal of 10 percent net growth by the year 2014.

Objective 1.1 Continue to recognize and reward at District Convention the club member who is responsible for recruiting the most new members. The District Secretary and Treasurer will gather the data from the Club secretary/treasurer to determine the winner.

Objective 1.2 Continue to recognize the club with the highest percentage of net gain in membership and the club with the highest (net gain) new members paid by April 1 through March 31 of the following year. The data will be collected by the District Secretary and Treasurer and presented to the Membership/Operations Chair prior to District Convention.

Objective 1.3 Continue to recognize new members in District publications and recognize first-time attendees at District Convention and Fall Council.

Objective 1.4 The Membership/Operations chair will develop and distribute to Club Presidents and Operations Coordinators, education, training and mentoring materials to encourage new and continuing education for all members.

Objective 1.5 Information regarding at-risk clubs and possible charter opportunities will be reviewed by the DEC at all official meetings and shared with the Membership/Operations Chair for review.

GOAL 2: Enhance public awareness of Pilot in the Florida District.

Objective 2.1 Encourage the Florida Marketing and Public Relations Coordinator to seek opportunities for promoting Pilot awareness Statewide.

GOAL 3: Continue to provide and assist with training for Clubs in local service projects.

Objective 3.1 District Projects Coordinator will make a presentation at District Convention or Fall Council on ideas for new service projects.

Objective 3.2 Annually focus on service projects in one District publication.

GOAL 4: Continue with Leadership Development and Training.

Objective 4.1 Continue to update standardized training materials for Club officers.

Objective 4.2 Offer annual training workshops for all Pilot members and Club officers.

Objective 4.3 Update job descriptions of District Appointees and provide information at District Convention and Appointees meeting.

GOAL 5: Continue to support Pilot Scholarship House Foundation

Objective 5.1 Continue to work with the PSHF Board for funding and on-going financial support.

Objective 5.2 Continue to offer Honorary Membership to the residents of the Pilot Scholarship Houses.

GOAL 6: Complete the Anchor Policy and Procedure Manual and identify Anchors transitioning from high school to college or work force.

Objective 6.1 Anchor Task Force shall complete the Manual by 2012.

Objective 6.2 Encourage graduating Anchors to participate with and join their local Pilot club.

GOAL 7: Promote activities that will foster interaction among the Pilot clubs within the Florida District ultimately resulting in increased visibility for Florida Pilots.

Objective 7.1 Develop a strategy which will assist clubs in establishing lines of communication resulting in increased networking opportunities and an appreciation of District Club diversity but with one mission.

Objective 7.2 Provide opportunities for members, from one or more clubs, to become involved in service projects on a District level which relate to our Brain-Related Disorders focus.

Objective 7.3 Support joint fund-raising activities and projects among clubs which will strengthen our ability to attract a broader base of corporate and charitable financial support within the District.