



Public Relations Manager

30-Day Action Plan

Your name:	District:	Term start date:
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1. Coordinate The Handoff

It's important to meet with outgoing leaders to establish the current state of the District and coordinate the handoff of responsibilities. Doing so will ensure a smooth transition from one District administrative year to the next. As you transition, remember that different roles are responsible for certain tasks. A great first step is to schedule a meeting with the outgoing Public Relations Manager, and to identify specific responsibilities and key items that need to be transitioned in the first 30 days and beyond. You may also wish to create a transition calendar and your own checklist to ensure understanding and accountability. The [Leadership Transition](#) page is a great resource for all District leaders.

A few key items include the following:

1. Schedule a Meeting with the outgoing Public Relations Manager
2. Review the [Public Relations Resources](#)
3. Watch the [PRM Training Webinar Video](#)

Meeting with outgoing Public Relations Manager (between June 1 and June 30)
Meeting date, time, location:
Name and contact information:
Some agenda topics:
<ul style="list-style-type: none"> ▶ Key items that need to transition and who they should transition to (account and application login credentials.) ▶ Pressing business that will need to occur in the midst of the transition (i.e., press release, financial, or any decisions that were made in the current administration that will affect and/or impact incoming leaders). ▶ Committees (e.g., what committees exist, what committees are needed?). ▶ PR Calendar ▶ PRM Communication Plan ▶ Media Contact List ▶ Things that worked well supporting the District Success Plan. ▶ Any District Success Plan items that did not get completed. ▶ What the District leaders would have done differently if they knew then what they know now. ▶ Obtain login credentials for District tools and resources, including the website and social media channels. ▶ Review current Communication Plan.
Other items to discuss:

1. Coordinate The Handoff (Continued)

Use notes from your meeting with outgoing PRM to Add Action Items.

Action item:
Tasks/Responsibilities/Deadlines:
Key contacts and contact information:
Other important notes related to this action item:

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2. Meet Your Core Team

It is the District Director's responsibility to schedule time for your core team to meet and get to know each other. Talk to your District Director to find out when you will be meeting, and take some time now to think about who on the core team you should meet with and what questions or information you want to discuss with them. The sooner your core team starts working together, the sooner you will all be making strides toward achieving the District mission.

District Director name and contact information:

Program Quality Director name and contact information:

Club Growth Director name and contact information:

Immediate Past District Director (IPDD) name and contact information:

Finance Manager name and contact information:

Administration Manager name and contact information:

Logistics Manager name and contact information:

3. Design Your District Success Plan (Due September 30)

The District Success Plan (DSP) is a valuable planning tool the District leadership team completes at the beginning of each program year. Think of it as a detailed outline, or blueprint, that helps you and your team evaluate current situations, establish team operating principles, set specific goals and develop strategies. While the District Director is ultimately responsible, it is a collaborative effort, and all District leaders are involved in creating and crafting the DSP. Don't just submit the DSP and forget about it. Review the DSP with your team throughout the year and make modifications to your plan as needed to reach your goals. For more information about the District Success Plan, refer to the [District Recognition Program](#) guide and review the [How to Assess the District Status](#) module found in the [Pre-District Leader Training](#).

My DSP action items, tasks and responsibilities:	Deadline:	Date completed:
Complete <i>How to Assess the District Status</i> module		
DSP meeting dates/times/locations:		
Other important notes related to the DSP:		

4. Create Your District Budget (Due September 30)

Creating and managing your District’s budget is a team effort. While the District Director oversees the entire budgeting process and the Finance Manager provides support, each District leader is responsible for portions of the budget that apply to their areas of responsibility. The District budget will be presented for approval at a District Council meeting prior to submitting it to World Headquarters. The budget is due on September 30. Budgets should be reviewed monthly, so don’t forget to include budget maintenance and review in your action planning.

District Finance Budgeting Resources:

- ▶ [Budget and Financial Management modules](#)
- ▶ [District Budget Success Guide](#) (PDF)
- ▶ [Eight Steps to a Budget](#) (PDF)
- ▶ [Annual Budget Template](#) (XLS)

My District budget action items, tasks and responsibilities:	Deadline:	Date completed:
Complete <i>Budget Creation</i> module		
Key contacts for District budget:	Contact information:	
District budget meeting dates, times, agenda topics:		
Other important notes related to the District budget:		

5. Form Your Committees

In addition to being a member of the District Executive Committee, you will also be responsible for overseeing other committees in your District. During your hand-off discussions with outgoing leaders, be sure to find out what committees currently exist and are active, as well as what is working well and what may need more attention. You should also consider forming additional committees that would be beneficial to your District’s success, as well as the key people or characteristics you would want represented on those committees. You can learn a lot more about creating committees by viewing the [Committees module](#).

Included here is a list of some committees, many of which may already be established in your District. Please note that committee names may differ District to District.

- ▶ Social Media
- ▶ Website
- ▶ Branding
- ▶ Communication
- ▶ Newsletter
- ▶ Press Releases
- ▶ Public Relations
- ▶ Speakers Bureau
- ▶ Media Outreach

Action items and tasks:	Deadline (date):	Completed (date):
Complete <i>Committees</i> module		

Committee name:	<input type="checkbox"/> Already exists <input type="checkbox"/> Create
Key contacts and contact information:	
Important notes related to this committee	

Committee name:	<input type="checkbox"/> Already exists <input type="checkbox"/> Create
Key contacts and contact information:	
Important notes related to this committee	

5. Form Your Committees (Continued)

Use the space below to add additional existing committees, as well as those you want to create.

Committee name:	<input type="checkbox"/> Already exists	<input type="checkbox"/> Create
Key contacts and contact information:		
Important notes related to this committee		

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Key contacts and contact information:		
Important notes related to this committee		

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Key contacts and contact information:		
Important notes related to this committee		

5. Form Your Committees (Continued)

Additional committees to consider:

What needs do we have that a new committee could address?	
Who are key people to consider for this committee?	
What are the key skills, knowledge and experiences members of this committee should have?	
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Additional Action Items

Use the space below to add additional action items to your plan.

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Tasks/Responsibilities/Deadlines:
Key contacts and contact information:
Other important notes related to this action item:

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