



STRATEGIC PLAN

2024-2027



www.Rotary5280.org

As People of Action, we share a strong sense of purpose.

More than a century ago, we pioneered a new model of service leadership grounded in person-to-person connections. Today, those connections are a network that spans the globe—bridging cultural, linguistic, generational, and geographic barriers—and shares the vision of a better world.

As People of Action, we understand that **fulfilling that vision requires a plan**. This is Rotary's plan for the next two years: **to increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt**.

By helping to realize the goals of this plan, you ensure a stronger and even more effective future for Rotary—a tremendous legacy. Our plan is rooted in our tried-and-true values and builds on the remarkable capabilities and spirit of Rotarians. It is clear-eyed about the challenges that Rotary and the world face. It protects the value of human connection in an age of technology. It lays out a path for bringing great ideas to the forefront of the global imagination of what's possible.

And our plan will provide us with a continuity of vision from year to year, keeping us moving toward fulfilling our shared purpose.

Four Priorities

- Increase Our Impact
- Expand Our Reach
- Enhance Participant Engagement
- Increase Our Ability to Adapt



**INCREASE OUR
IMPACT**

**EXPAND OUR
REACH**

**ENHANCE
PARTICIPANT
ENGAGEMENT**

**INCREASE OUR
ABILITY TO
ADAPT**

Priority #1 - Increase Our Impact

Evidence-based programs define and measure our impact. Through data-driven decisions, we can improve our projects and outcomes, creating even more effective change that can be scaled up and applied to other communities.

Strategy #1 - Promote collaboration among clubs to develop meaningful service projects for their communities.

Goal: We aim to see collaboration on projects involving 2 or more Rotary clubs or other organizations.

Strategy #2: Promote the partnerships between Rotary Clubs and local businesses, support the synergetic humanitarian causes of the business community.

Goal: The district to provide training on social media, ensuring 100% of clubs are active on social media and update at least once a month.

Strategy# 3: Complete a community needs assessment to identify and understand the most pressing needs within your community.

Goal: The district will provide annual training to complete community needs assessments to help clubs develop one.

**INCREASE OUR
IMPACT**



Priority #2 - Expand Our Reach

We can expand Rotary's capacity for doing good by welcoming and engaging people of action with a variety of experiences, cultures, and perspectives.

Strategy #1 - Continue solidifying our diverse population throughout the Los Angeles area.

Goal: Increase the number of Rotary Clubs including traditional, satellite, cause based and culture-based clubs.

Strategy #2 - Promote diverse membership levels that can attract individuals with various backgrounds, i.e. young professionals, corporate, private sector, nonprofits, family, spouses etc.

Goal: Encourage Clubs to adopt membership tiers that allow for individuals with various backgrounds and ages to join Rotary.

Strategy #3 - Curate effective brand awareness materials and then encourage clubs to share these materials on their club websites and social media.

Goal: Clubs will acknowledge their public image improving because of the assets District has provided.

Strategy #4 - Build effective membership plans that speak to the research findings related to the five characteristics of a vibrant club.

Goal: Clubs will develop membership plans.

EXPAND OUR
REACH



Priority #3 - Enhance Participation and Engagement

We can meet our members' diverse needs and keep them engaged while helping them with their personal and professional goals. Active and intentional member engagement will make our clubs stronger and assist us in creating meaningful relationships across decades and continents.

Strategy #1 - Educate clubs on membership attraction and retention.

Goal: Clubs will adopt and implement a membership attraction and retention plan that will contain effective strategies as recommended by the Membership Committee and Rotary International.

Strategy #2 - Encourage succession planning at both the club and district level by providing mentoring and identifying the support in place to ease the transition.

Goal: Clubs will adopt a formal succession plan that will bring great enthusiasm by members to volunteer for leadership positions.

Strategy #3 - Encourage the sharing of beneficial projects and programs by having clubs invite more district or other club leaders to be part of their club meetings / programming.

Goal: Early succession planning.

ENHANCE
PARTICIPANT
ENGAGEMENT



Priority #4 - Increase Our Ability to Adapt

Rotary is an organization of adaptation – new projects, new clubs and new perspectives that maintain our connections and ability to make a difference, finding opportunity in adversity.

Strategy #1 – Share best practices among clubs using a variety of district tools – include a page dedicated to Best Practices and an idea in our monthly e-newsletter.

Goal: Increase confidence in Clubs as they implement best practices in their clubs.

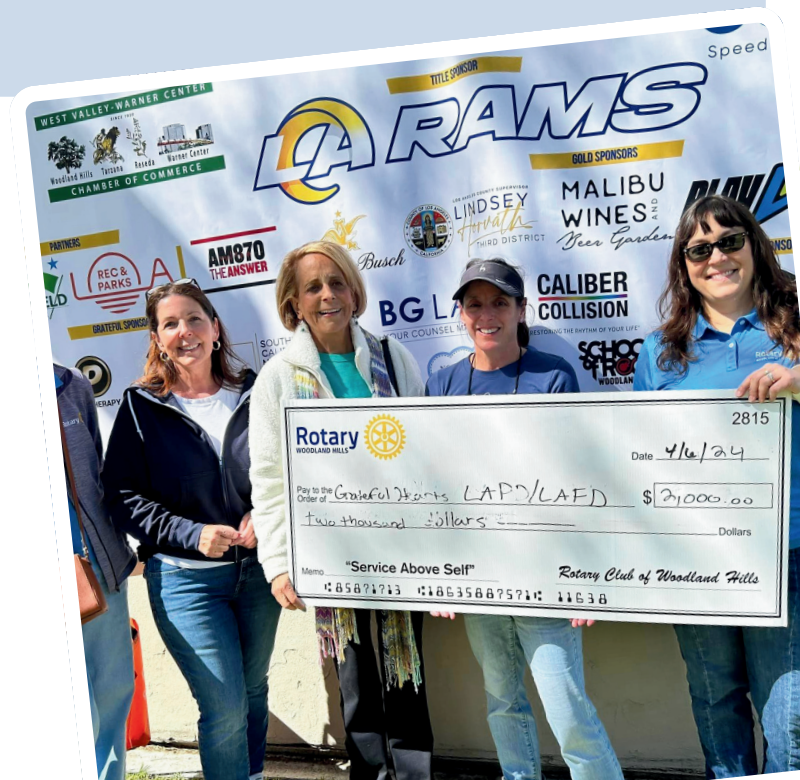
Strategy #2 – Encourage clubs to meet other clubs for social events, collaboration on attraction or sharing success stories.

Goal: Clubs will have at least one combined club gathering, i.e. project or social event.

Strategy #3 – Offer virtual clubs a way to participate in district wide events.

Goal: Add a virtual component to our year round signature events thus increasing the participation of members outside the District boundary.

INCREASE OUR
ABILITY TO
ADAPT



The Strategic Plan was developed by the Governor Line and based on the vision of the collective group. For the purpose of tracking success the Governor Line intends to survey the Rotarians from District 5280 on an annual basis and report those outcomes through this document. Editing this document on an annual basis may transpire depending on the feedback provided.

Moving forward, the Strategic Plan will be an inclusive document that is formed by the feedback of the District membership.

Immediate Past District Governor Olivia Ryans
District Governor Makiko Nakasone
District Governor Elect Albert Hernandez
District Governor Nominee Alex Parajon
District Governor Designate Brady Connell

Date of Completion: June 28, 2024

