

Rotary
District 5280



DISTRICT 5280 STRATEGIC PLAN

July 1, 2021 – June 30, 2024

ROTARY INTERNATIONAL VISION STATEMENT

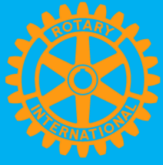
Together, we see a world where people unite and take action to create lasting change —
across the globe,
in our communities,
and in ourselves.

Increase
our impact.

Expand
our reach.

Enhance
participant
engagement.

Increase our
ability to adapt.



Increase Our Impact

- ❖ Develop and implement a public relations program for the district, utilizing social, print and broadcast media
- ❖ Support the clubs in developing and implementing a public relations program utilizing social, print and broadcast media
- ❖ Promote branding with the appropriate usage of the official Rotary logo



Increase Our Impact

- ❖ Promote Rotary's Core Values of, Fellowship, Integrity, Diversity, Service and Leadership, as exemplified in the Four Way Test
- ❖ Support the district and the clubs in the adoption of Rotary International's Four Action Plans

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Expand Our Reach

- ❖ Promote partnerships and friendships with like-minded business and community leaders
- ❖ Further develop the Young Professional membership structure
- ❖ Continue to promote opportunities for participation in impactful humanitarian projects locally and globally

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Expand Our Reach

- ❖ Continue to ensure more inclusion of the diverse populations in our communities.
- ❖ To foster and encourage chartering of new Rotary Club Models



Enhance Participation and Engagement

Attract and Retain Community Influencers

- ❖ Continue to educate clubs on membership recruitment and retention
- ❖ Encourage clubs to conduct new club member orientations such as Fireside Chats.
- ❖ Conduct effective training programs for club members and club leadership
- ❖ Conduct effective District and leadership training



Enhance Participation and Engagement

Youth Service

- ❖ Support clubs in rebuilding and creating new Interact & Rotaract Clubs
- ❖ Encourage creating new Youth Act Clubs (Elementary & Middle Schools)
- ❖ Encourage and support involvement of Rotaractors in Rotary Clubs and District activities
- ❖ Provide pathways for Rotaractors to become Rotarians
- ❖ Continue to support and promote RYLA and the District Scholarship Programs



Enhance Participation and Engagement

The Rotary Foundation

- ❖ Promote the purpose and benefits of The Rotary Foundation to our members
- ❖ Continue to promote and encourage giving to, and participation in The Rotary Foundation
- ❖ Encourage club participation in both District and Global Grants opportunities as available



Increase Our Ability to Adapt

- ❖ Continue to inform and educate clubs on flexible membership types
- ❖ Encourage and support clubs to create a strategic plan
- ❖ Support clubs to facilitate hybrid club meetings
- ❖ Encourage and support clubs in developing Diversity, Equity and Inclusion (DEI) Programs