

District 5280 SMART GOALS

DISTRICT
STRATEGIC PLAN
July 1, 2015 – June 30, 2018



Marketing
Public Relations
Communications

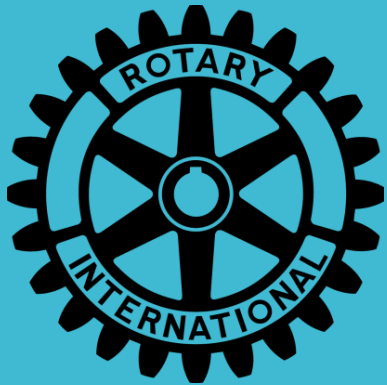


Promote Greater Awareness Of Rotary

- Develop Public Relations Strategy Utilizing Social, Print And Broadcast Media, Billboards And Rotary Brand Signage With District Supporting Clubs
- Develop Technology Training Team Under The Committee Umbrella Of Public Image
- District And Club Adoption Of Rotary's New Voice And Visual Identity



Membership



Invite And Retain Quality Members

- Promote Opportunities For Participation In Impact Humanitarian Projects
- Promote Business Networking
- Promote Fellowship With Like-Minded Business And Community Leaders
- Develop New Member Training Seminars And Webinars
- Continue To Develop Young Professional Membership Structure
- Explore Flex/Corp Membership Structure
- Continue To Develop District Leadership Advisory Team To Assist At Risk Clubs



Humanitarian Service



Assess Community And International Needs And Implement Projects

- Continue To Develop Global Grant Projects
- Continue To Develop Reverse Global Grant Projects
- Continue To Implement District Community Projects
- Development Strategic Partnerships



Leadership Training



Develop Club And District Leaders

- Identify Pre-Existing Effective Leadership Training Program
- Implement Club Leadership Training For Presidents, Presidents-Elect, Secretaries And Treasurers
- Implement Club Leadership Training For Avenues Of Service Directors
- Implement Club Leadership Training For District Leaders



The Rotary
Foundation



Promote Greater Awareness And Understanding Of TRF

- Create Training Webinars
- Continue Current Efforts In Fundraising



Youth Service



Promote And Support Youth In Community Service And Leadership Development

- Continue To Support Clubs Sponsoring Existing Youthact, Interact and Rotaract Clubs
- Provide Support To Clubs Chartering New Youthact, Interact and Rotaract Clubs



Youth Service



Promote And Support Youth In Community Service And Leadership Development (Continued)

- Continue To Support Youth Exchange Program
- Continue To Support District RYLA Program
- Continue To Support District Scholarship Programs



Club Strategic Planning



Promote And Guide Individual Club Strategic Planning

- Share District Visioning/Planning Process With Clubs
- Encourage/Assist Clubs In Creating A Strategic Plan