



# District 5280 SMART GOALS

DISTRICT  
STRATEGIC PLAN  
July 1, 2018 – June 30, 2021



Marketing  
Public Relations  
Communications



## Promote Greater Awareness Of Rotary

- Develop Public Relations Strategy Utilizing Social, Print And Broadcast Media, 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 People of Action Campaign
- Promote Core Values Through Service, Fellowship, Diversity And Ethics As Exemplified In The Four Way Test



## Membership



# Attract And Retain Quality Members

- Promote Opportunities For Participation In Impact Humanitarian Projects
- Promote Business Networking
- Promote Friendship With Like-Minded Business And Community Leaders
- Develop New Member Training Seminars And Webinars
- Further Develop Young Professional Membership Structure
- Continue to Inform and Educate Clubs On Flexible Membership Opportunities
- Further The Development of District Leadership Advisory Team To Assist At Risk Clubs



## Humanitarian Service



## Assess Community And International Needs And Implement Projects

- Further Develop Global Grant Projects
- Further Develop Reverse Global Grant Projects
- Further Implementation of District Community Projects
- Continue to Develop Opportunities for Strategic Partnerships



## Leadership Training



### Develop Club And District Leaders

- Implement Effective Leadership Training Programs
- Develop And Implement District And Club Leadership Training For Avenues Of Service Directors
- Develop And Implement Leadership Training For District And Club Leaders And For Members



## The Rotary Foundation



# Promote Greater Awareness And Understanding Of The Rotary Foundation

- Promote Foundation Giving Efforts In Fundraising In Growing The Rotary Foundation
- Create Greater Awareness To Members In the Benefits And Purpose Of The Rotary Foundation



## Youth Service



# Promote And Support Youth In Community Service And Leadership Development

- Support District Clubs With Existing Interact and Rotaract Clubs And Assist Clubs In Creating And Chartering New Interact and Rotaract Clubs
- Support Youth Exchange Program
- Support District RYLA Program
- Support District Scholarship Programs



## Club Strategic Planning



## Club Future Planning

- Share District Visioning/Planning Process With Clubs
- Encourage/Assist Clubs In Creating Strategic Plans To Aid In Long Range Planning