

Rotary

District 5360



Strategic Plan

2021 – 2024



About Rotary

Rotarians are leaders from all continents, cultures, and occupations who work together to tackle some of the world's biggest challenges, both locally and globally. We are united by our common values and our vision for the future as we focus on specific projects that will reach those communities most in need. We adopt the motto of *Service Above Self*.

Rotary International is the world's first service Club organization, with more than 1.2 million Rotarians in 35,000+ Rotary Clubs worldwide.

About Rotary District 5360

Rotary District 5360 exists to help Rotary clubs in Southern Alberta and Southwestern Saskatchewan excel. The District works to connect clubs with each other and to access resources from Rotary International. One of the key roles of the District is to provide leadership, direction and support to its Rotary family (Rotarians, Rotaractors, Interactors and Early Actors). The District also trains club leaders and facilitates various leadership and personal development programs to ensure that Rotarians get the most from their membership and excel as leaders in their communities.

1600 +
members

45 Rotary
Clubs

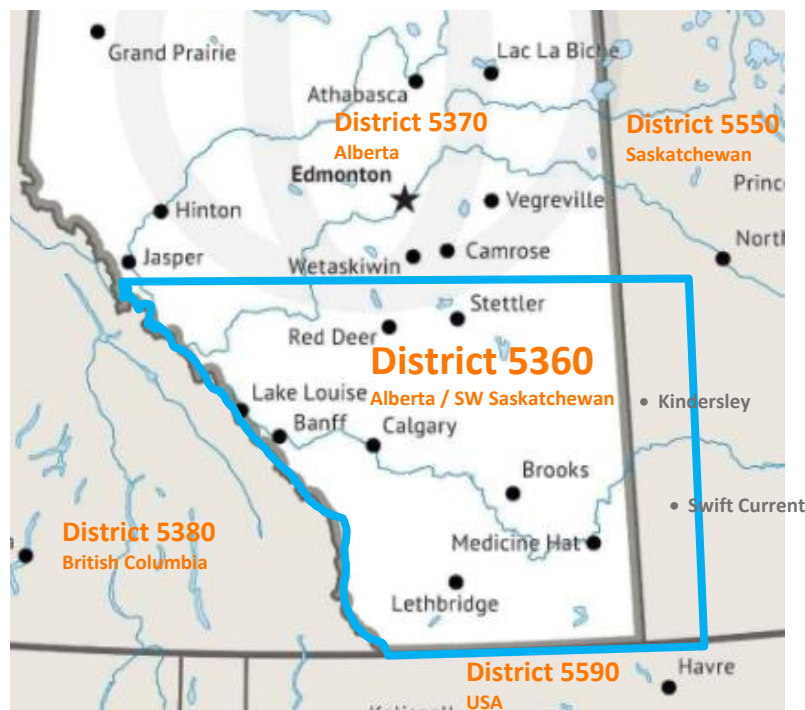
3 Rotaract
Clubs

20 Interact
Clubs

4 EarlyAct
Clubs

* As of July 1, 2021

Geographically the District stretches from Lacombe in the north to the Canada-US boarder in the south and from Swift Current, Saskatchewan in the east to the BC Border.



Purpose of Strategic Plan

The purpose of this Plan is to provide a guiding document for the work of the District. It is intended to be aligned with the goals and objectives of Rotary International, and most importantly, our Rotary family. The Plan defines the District’s priorities, goals, objectives, and action plans to achieve success. The Plan will be reviewed and updated annually by the District Board each Rotary year.

Vision:

District 5360 is recognized for its leadership, innovation and adaptability to strengthen Rotary's impact in our communities, locally and abroad

Mission:

Supporting Rotary Clubs in District 5360 by providing resources, learning opportunities, and connections to encourage successful club leadership and vibrancy.

The District achieves this through:

- Providing **guidance, learning and development opportunities** to the District’s family of Rotary Clubs to help them grow, adapt and improve their club’s effectiveness;
- Being a **one-stop source of District information** for Rotary Clubs and the general public;
- Serving as a **central connection hub** in the District to creating synergies for leadership, collaboration, and club development.

Core Values:

Rotary’s Core Values help define our conduct and serve as guiding principles for our District’s priorities, goals, objectives and actions:



STRATEGIC DIRECTION

Key Priority Areas



Core Goals:

Goal 1: District 5360 encourages and supports the development of vibrant clubs through educational resources, leadership development and learning opportunities.

- Strategy 1:** Provide Clubs with the opportunity to learn more about Rotary District 5360's programs and services through education, communication and collaboration.
- Strategy 2:** Strengthen Rotary Youth Programs by enhancing communication and awareness of the value of youth-focused programs and events in the District.
- Strategy 3:** Provide resources and opportunities for clubs to deliver membership attraction, engagement and retention plans.
- Strategy 4:** Provide resources and learning opportunities to help clubs build a culture that welcomes and encourages diversity, equity and inclusion.

Goal 2: District 5360 fosters connection and collaboration between our family of Rotary Clubs and external community organizations and partners.

- Strategy 1:** Encourage and facilitate collaboration between clubs to work together on community projects and fundraising events through the support of District committees and AGs (Assistant Governors).
- Strategy 2:** Create opportunities to build strong external connections and partnerships to leverage opportunities for impactful Rotary community projects.

Goal 3: District 5360 fosters a culture of organizational effectiveness, innovation, leadership development and ability to adapt.

- Strategy 1:** Engage Rotary Clubs for input and ideas on the support they need from the District (ex. Club surveys, feedback from AGs, etc.).
- Strategy 2:** Refresh the roles of District Committees with clear guidelines on how District committees can provide support and guidance to club needs.

ACTION PLANS

For each of the District’s goals and strategies, an action plan has been developed to outline the specific tasks, timelines and resources required to implement the strategic plan. The District Strategic Plan 2021 – 2024 and Action Plan can be found on the District website www.Rotary5360.ca under “Documents/Documents/District Documents – Strategic Planning”.

MEASUREMENT AND EVALUATION

Rotary 5360 is committed to ongoing and continuous evaluation.

Our Commitment

- Annual review of strategic plan with measurable targets and indicators
- Club feedback on District’s planning priorities
- Integrate strategic goals and priorities into District board meeting discussions and decision-making