



ROTARY DISTRICT 5550

2008-2010 STRATEGIC PLAN

Long Range Planning....

Strategic Planning....

Visioning

Whatever you call it . . .EQUALS

Pulling in the same direction with a common destination in mind...

INTRODUCTION

In 2007 the RI Board of Directors approved a 2007-2010 Strategic Plan that established the mission, vision, core values, and strategic priorities for Rotary International. The Rotary Foundation has also established a Future Vision Plan to guide the organization over the next 10 years.

RI is encouraging all clubs and districts to think strategically because planning throughout the entire organization will lead to far greater successes, both locally and internationally.

Clubs and districts can use the priorities in the RI Strategic Plan as a basis for developing their own plans, tailoring them to their size, the varied skills of their membership, and the needs of the communities in which they serve.

District 5550 established a District Strategic Planning Committee in 2001 and developed an initial Strategic Plan in 2002. As a District we have now chosen to integrate its strategic planning efforts with the RI 2007-2010 strategic plan with six (6) strategic priorities and on an understanding that ***“the activities and organization of a Rotary district shall exist solely to help the individual club advance the object of Rotary.”***

The Strategic Plan for District 5550 will evolve and be updated each year to enable the District Governor, the District Leadership Team and Club leaders to set **annual District goals** to achieve desired outcomes over the long term.

DGN Nancy Morris
Chair, Strategic Planning Committee
District 5550
March 2008

MISSION AND VISION

The **mission of Rotary International**, a worldwide association of Rotary clubs, is to provide service to others, promote high ethical standards, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

The **vision of Rotary International** is to be universally recognized for our commitment to Service Above Self to advance world understanding, goodwill, and peace.

The **mission of The Rotary Foundation** is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

CORE VALUES

Rotary's core values represent the **guiding principles** of the organization's culture, including what guides members' priorities and actions within the organization.

Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

- **Service**
- **Fellowship**
- **Diversity**
- **Integrity**
- **Leadership**

All of these core values are reflected in the **Object of Rotary** and **The Four-Way Test**, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining high ethical standards in human relations.

RI STRATEGIC PRIORITIES

The 2007-2010 RI Strategic Plan includes seven priorities, each supported by a set of goals.

1. Eradicate polio
2. Advance the internal and external recognition and public image of RI
3. Increase Rotary's capacity to provide service to others.
4. Expand membership globally in both numbers and quality.
5. Emphasize Rotary's unique vocational service commitment.
6. Optimize the use and development of leadership talents within RI.
7. Fully implement the strategic planning process to ensure continuity and consistency throughout the organization.

The Future Vision Plan for The Rotary Foundation includes the following priorities:

1. Simplify all programs and operations.
2. Align program outcomes/descriptions with the Future Vision Plan.
3. Increase participation and sense of ownership at district and club levels.
4. Provide sufficient resources to achieve the program goals.
5. Develop a business model that supports the Future Vision Plan.

DISTRICT STRATEGIC PRIORITIES

The purpose of the District strategic plan is to help the district governor and the District leadership team to better serve clubs, thus enabling the district as a whole to function more effectively based on six strategic priorities.

1. **Expand membership** across the District.
2. Encourage financial **support for The Rotary Foundation** and participation in educational and humanitarian programs.
3. Support and promote active involvement of clubs in rotary **service** programs.
4. Support and promote active involvement of clubs in rotary **fellowship** programs and activities
5. Encourage and support initiatives to **enhance public awareness** of Rotary in our communities.
6. Development of an **effective team of district and club leaders** to strengthen rotary at both the district and club level.

CLUB LEADERSHIP PLAN

The Club Leadership Plan is based on the best practices of effective Rotary clubs. These best practices include developing long-range goals that address the elements of an effective club and annual goals to support them:

- Sustain and/or increase its **membership** base.
- Implement **successful projects that address the needs** of its community and communities in other countries.
- **Support The Rotary Foundation** through both financial contributions and program participation.
- **Develop leaders** capable of serving in Rotary at and beyond the club level.