

ROTARY DISTRICT 5810'S VISION STATEMENT

WE SEE A DISTRICT OF DIVERSE ROTARIANS
WORKING TOGETHER TO ENHANCE THE CLUBS' ABILITIES TO
WORK WITH THEIR COMMUNITIES AND GLOBAL PARTNERS
TO HELP THOSE IN NEED AT HOME AND ABROAD.

OUR MISSION

TO SUPPORT THE GROWTH, HEALTH, AND TRAINING OF CLUB
LEADERS AND MEMBERS AND TO BE A COMMUNICATIONS
CONDUIT TO ACHIEVE THE OBJECT OF ROTARY.

In alignment with Rotary International's Strategic Action Plan, the time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world. Our District embraces the Rotary Values which inform all of our actions.

OUR DISTRICT'S STRATEGIC PRIORITIES AND OBJECTIVES

DEVELOP COLLABORATIVE DISTRICT/CLUBS RELATIONSHIP

- Create a new "Shared Experience" for all Clubs with District-wide initiatives
- Establish multiple means of two-way communication between Clubs and District
- Recognize the accomplishments of individual Clubs
- Serve as a conduit for joint Club meetings and projects

GROW AND DIVERSIFY OUR MEMBERSHIP AND LEADERSHIP

- Attract, develop, and retain a membership that better reflects the communities we serve
- Increase outreach, and education, to identify and develop minority and young adult leadership within the District
- Encourage and support alternative Club models
- Support and expand Rotaract Clubs

ENHANCE ENGAGEMENT THROUGH IMPACTFUL SERVICE PROJECTS

- Facilitate multi-Club efforts to expand service outreach both locally and globally
- Engage the community and community partnerships in single and multi-Club service projects and District-wide initiatives
- Encourage Clubs to perform needs assessments to increase impact and satisfy community needs

BUILD OUR PUBLIC IMAGE AND THE ROTARY BRAND

- Gain community attention through Club websites, social media, and news media to build Rotary and Clubs' brands
- Educate and train all members of Rotary and Rotaract Clubs on effective Public Image programs
- Motivate Clubs to maintain effective, up-to-date online and social media presence
- Encourage Clubs to periodically create and submit press releases to increase media coverage

ROTARY'S CORE VALUES

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn't changed is a need for the values that define Rotary:

FELLOWSHIP
INTEGRITY
DIVERSITY
SERVICE
LEADERSHIP

By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.



rotary.org/actionplan