

Rotary International District 5830

Strategic Plan 2020-2024



Vision

District 5830 Leaders promote the Core **Values of Friendship, Fellowship, Service, Integrity, Diversity, and Leadership**, resulting in Rotary Clubs that are Growing, Vibrant and Engaged; filled with Rotarians passionate about Service both through their Vocations and their Clubs with likeminded Rotarians.

Mission

To assist Rotary Clubs across District 5830 to unite the people of the world so that they may take action to create lasting change – across the globe, in our communities and in ourselves.

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service.

SECOND: High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society.

THIRD: The application of the ideal of service in each Rotarian's personal, business, and community life.

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons untied in the ideal of service.

Avenues of Service

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

- Club Service focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.
- Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society. Learn more in [An Introduction to Vocational Service](#) and the [Code of Conduct](#).
- Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. Learn more in [Communities in Action: A Guide to Effective Projects](#).
- International Service exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.
- Youth Service recognizes the importance of empowering youth and young professionals through leadership development programs such as [Rotaract](#), [Interact](#), [Rotary Youth Leadership Awards](#), and [Rotary Youth Exchange](#).

Rotary International's District 5830's Strategic Priorities for 2020-2024 are:

INCREASE OUR IMPACT (Priority One)

- Encourage clubs to participate in and promote Youth Service Programs (Rotaract, Interact, RYLA, and Youth Exchange).
- Encourage clubs to participate in and promote New Generations Service Exchanges.
- Encourage clubs to participate in a variety of service activities, both local and global.
- Seek and gather input from clubs, posting on the District website, newsletter, social media, and calendar:
 - Best fund-raising ideas along with, club contact information.
 - Best service projects along with contact information.
 - Upcoming fundraiser and service project dates.
 - Publicize club fundraisers and service projects on social media.
- Eradicate polio and leverage the legacy.
- Increase sustainable service projects around Rotary's seven areas of focus:
 - Peace and conflict prevention/resolution
 - Disease prevention and treatment
 - Water, sanitation, and hygiene
 - Maternal and child health

Basic education and literacy
Community economic development
Supporting the environment

- Increase collaboration among and between clubs in Rotary's seven areas of focus by encouraging joint project support and collaboration among clubs.
- Provide District-sponsored training on grant writing for success.
- Encourage 100% participation in each club in Every Rotarian Every Year with an emphasis on sharing innovative ways how clubs have increased members' participation.
- Develop and implement multi-year sustainable emphases on global initiatives in:
 - Mozambique through linkage with the Africa 180 Organization;
 - Guatemala through linkage with Refuge International;
 - Mexico through Heart 2 Heart; and
 - Other global initiatives.
- Encourage members to become Paul Harris Fellows, TRF Sustaining Members, Paul Harris Society Donors, Major Donors, Benefactors, and Bequest Society Members. Educate Rotarians to understand these distinctions and opportunities.
- Develop cooperative service projects between our district and other districts in Zone 30 and 31 and internationally.
- Determine each club's DNA – "what it is known for in its community" and focus local service projects around that understanding and passion.

EXPAND OUR REACH (Priority Two)

- Assisting clubs in increasing membership, emphasizing diversity in our membership to make sure we serve and are inclusive of all cultures, experiences, and identities, regardless of age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity...
- Assisting clubs to emphasize retention through improved orientations and appointing new members to positions within clubs and District 5830 that align with their passions, educations, and experiences.
- Assist each club to define their identity (DNA), and to develop and implement a strategic planning process that is suitable for their situation. works for them. Encourage clubs to participate in Club Visioning.
- Encourage clubs to place younger Rotarians in positions of leadership with appropriate mentoring and guidance.
- Create new channels into Rotary by encouraging and educating members about new club formats, such as passport clubs, e-clubs, and satellite clubs. Emphasize function over form.

- Emphasize promotion through traditional media outlets and through new outlets such as social media. Develop a District clearinghouse and database for successful service projects and fundraisers.
- Encourage clubs, where possible, to include professional media individuals as club members.
- Create Power Point programs showcasing current projects and potential opportunities, and have them readily available to clubs, along with details how any club can participate in this service.
- Create a District Public Image Team and provide them with a budget to accomplish set goals in this area.

ENHANCE PARTICIPANT ENGAGEMENT (Priority Three)

- Improve and strengthen District leadership to support club activities. Place persons in leadership positions which are aligned with their passions, educations and experiences.
- Foster greater attendance at District meetings by controlling their length and holding them in a variety of locations each year.
- Identify at-risk clubs and develop support mechanisms to help strengthen and aid them to become successful again.
- Develop multi-year leadership training programs and deploy across the District. Focus that deployment through regional training offerings, emphasizing training district and club leaders in all aspects of Rotary and The Rotary Foundation.
- Encourage leaders to be innovative, to take risks and to embrace change.

INCREASE OUR ABILITY TO ADAPT (Priority Four)

- Encourage two-way dialogue with Club leaders, asking:
 - What do they need from District leadership?
 - What assistance would be most helpful?
- Encourage all clubs to participate in Club Visioning.
- Encourage all clubs to offer new opportunities for personal and professional connections.
- Review club and district governance to foster more diverse perspectives in decision-making.
- Streamline club and district governance, structure, and processes.
- Encourage clubs to enter their goals and information in Rotary Club Central. Offer to support them with one-on-one training, if needed.