



**District 5840 Strategic Plan
2016-2019**

Rotary International Strategic Priorities and Goals

Strategic Priority 1 - Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

Strategic Priority 2 - Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration with other organizations
- Create significant projects both locally and internationally

Strategic Priority 3 - Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

District 5840 Strategic Objectives (Aligned with RI Priorities)

Support and Strengthen Clubs

Strategic Objective 1 - Strengthen the capability of the District to provide service to the Rotary Clubs by establishing and maintaining well trained, active, and supportive Assistant Governors, and by establishing and adhering to continuity plans at both the District and Club levels.

Focus and Increase Humanitarian Service

Strategic Objective 2 - Increase club support for Polio eradication.

Strategic Objective 3 - Enhance collaboration with other Rotary Clubs in the District and with community groups in our service areas to advance our ability to provide humanitarian services.

Strategic Objective 4 - Develop one or more District-wide humanitarian service opportunities for club involvement.

Enhance Public Image and Awareness

Strategic Objective 5 - Enhance the public image of Rotary in our communities through better use of communication tools.

Strategic Objective 6 - Strengthen the public perception of the value Rotary provides to our communities.

District 5840 Strategic Objectives and Action Plans

Support and Strengthen Clubs

Strategic Objective 1 - Strengthen the capability of the District to provide service to the Rotary Clubs by establishing and maintaining well trained, active, and supportive Assistant Governors, and by establishing and adhering to continuity plans at both the District and Club levels.

Action Plan 1.1 - Communicate the Strategic Plan to the Clubs using the District website, electronically to the Club presidents, and face-to-face with the Assistant Governors and Club presidents. Ensure that all Clubs understand their responsibility to develop plans at their level to support the District plan.

Action Plan 1.2 - Create a District Advisory Board comprised of the District Leadership Team (DG, PDG, DGE, DGN, DGND) to accomplish the following actions pertaining to the strategic plan: assign accountability, review progress and determine when updates are required, and ensure continuity and relevance.

Action Plan 1.3 - The District Leadership Team will identify, recruit, and train Assistant Governors such that all essential knowledge and tools are provided, and seek a three-year commitment for these individuals to serve in these critical positions to ensure continuity.

Action Plan 1.4 - Establish a requirement for a quarterly meeting of the District Leadership Team and Assistant Governors to provide mentoring, leadership development, and an opportunity to discuss pertinent matters of importance.

Action Plan 1.5 - Create a measurement system to gauge Assistant Governor performance based upon the Rotary International AG job description as modified by the Clubs, the AG, and the DG to better address Club perspectives.

District 5840 Strategic Objectives and Action Plans

Focus and Increase Humanitarian Service

Strategic Objective 2 - Increase club support for Polio eradication.

Action Plan 2.1 - Conduct "Pints for Polio" or some other fundraiser at the Club level in support the Polio eradication initiative.

Strategic Objective 3 - Enhance collaboration with other Rotary Clubs in the District and with community groups in our service areas to advance our ability to provide humanitarian services.

Action Plan 3.1 - Collaborate with other Rotary Clubs in the District and community groups in the local area to jointly provide humanitarian services.

Strategic Objective 4 - Develop one or more District-wide humanitarian service opportunities for club involvement.

Action Plan 4.1 - Create a project planning committee at the District level, with representation from Clubs across the District, to identify and define model service projects that can be easily implemented at the Club level.

District 5840 Strategic Objectives and Action Plans

Enhance Public Image and Awareness

Strategic Objective 5 - Enhance the public image of Rotary in our communities through better use of communication tools.

Action Plan 5.1 - Take advantage of the many resources made available by Rotary International to conduct public relations activities designed to build awareness of Rotary and establish a highly positive public image of our Clubs.

Action Plan 5.2 - Generate greater visibility of Rotary across the District through the widespread use of signs, bumper stickers, banners, and other marketing initiatives in areas where our Clubs are located.

Action Plan 5.3 - Develop the knowledge and capability needed to maximize use of social media such as Facebook, Twitter, Instagram, YouTube, and other methods to enhance our communication capability at both the District and Club level.

Strategic Objective 6 - Strengthen the public perception of the value Rotary provides to our communities.

Action Plan 6.1 - Increase engagement with community leaders through the use of face-to-face meetings and other methods to generate a better understanding of the value Rotary brings to the community in an effort to produce greater involvement and support.

Action Plan 6.2 - Redistribute the Rotary Magazine to businesses, medical offices, and other locations in our community where people congregate in an effort create greater awareness of Rotary in our communities.