



**TOGETHER, WE SEE A WORLD
WHERE PEOPLE UNITE AND TAKE ACTION
TO CREATE LASTING
CHANGE ACROSS THE GLOBE,
IN OUR COMMUNITIES, AND IN OURSELVES.**

STRATEGIC PRIORITIES

INCREASE OUR IMPACT

Define, measure, track, and capture data from service projects to measure our impact, improve project quality, and create lasting change.

EXPAND OUR REACH

Develop new models of engagement to attract diverse Rotary participants and unite them in taking action.

ENHANCE PARTICIPANT ENGAGEMENT

Create new ways to inspire participants and provide valuable experiences that make them want to stay.

INCREASE OUR ABILITY TO ADAPT

Make Rotary's operating and governance structures more efficient, representative, flexible, and effective.

Summarize our plans on
Increasing Our Impact

Summarize our plans on
Expanding our Reach

Summarize our plans on
**Enhancing Participate
Engagement**

Summarize our plans on
**Increasing Our Ability to
Adapt**

Increase our **Impact** –
Leverage the expertise of
our members to project
that have lasting
measurable impact.



Expand our **Reach** - Build
connections with people
who share our drive and
bring different perspectives
to what we do and how
we do it.



Enhance **Engagement** -
Put the needs,
expectations and growth
of our members at the
center of all we do



Increase our Ability to
Adapt - Be inventive,
entrepreneurial, and resilient
to stay ahead of
change in our next 115 years.



Goal

A Strategic Action Plan that guides District activities to best support the needs and interests of our clubs and members.

Developing the Plan

Focus groups or surveys were used to gain input from club members and leadership. A total of XX Rotarians volunteered to participate. Their reports are available upon request.

Why a New Plan?

Rotary International unveiled a new Action Plan in 2018 to better reflect today's world of rapid change, shifting demographics and technological advances - all of which has created new opportunities for connection and service.

Our interest in updating the District 5340 Strategic Action Plan is to align our activities with Rotary's four strategic priorities in order to continue to support Clubs and Rotarians toward projects, opportunities and activities that reflect our shared vision that is "Rotary."

Rotary's Four Priorities

-  Increase our impact
-  Expand our reach
-  Enhance member engagement
-  Increase our ability to adapt



**Thank you
to those
that
participated
in this
effort.**

🚩 **Membership:**

🚩 **Training**

🚩 **Finance**

🚩 **Public Image**

🚩 **Foundation**

🚩 **District Governor Line:**



District 5340
Strategic Action Plan
2022 to 2025



DISTRICT 5340 STRATEGIC ACTION PLAN FOR 2022 - 2025

PRIORITY	DISTRICT GOAL	ACTION STEP TO ACHIEVE GOAL	ROTARY YEAR	INITIATIVE LEADER
1. Support our Clubs' Goals to Increase Impact Locally and Internationally				
	a. Support District Chairs in Undertaking their Responsibilities and Achieving their Goals			
		i. Involve District Chairs in the planning of education events	2021-22	Education Chair
		ii. Help ensure each Chair has Club contact in their area of responsibility; promote at Pre-PETS via DACdb	2021-2023	DG/AG Promoting Club Input into DACdb with DACdb Team support
		iii. Ensure that current job descriptions exist, defining roles and responsibilities, for all Committee Chairs	2021-2024	DG-Line
		iv. Develop an organization chart showing relationships among/between chairs/DG Line/clubs.	2021-2024	DG-Line
	b. Expand Opportunities for Clubs to Participate in Joint Local and Global Projects			
		i. Develop database of local and global projects clubs are initiating	2021 to 2023	International and Community Service Chairs
		ii. Expand and promote "pre-packaged" service projects that clubs can easily implement (i.e., Rotary Home Team, Good Character Awards, etc.)	2022-23	Community Service Chair
		iii. Hold District 5160 (Intra-District) Project Fairs	2022-23	International and Community Service Chairs
		iv. Promote District-wide "Rotary Day of Service"	2021-2024	DG/AG/Applicable District Committee Chairs
	c. Develop District Foundation Giving Plan		2021-22	Foundation Chair/Co-Fundraising Chairs
	d. Strengthen and Promote Youth Service Opportunities to Clubs		2021-2024	Youth Services Team
	e. Promote DEI Efforts so Clubs and Partnerships Better Reflect Communities Served		2021-2024	DEI Committee
2. Support our Clubs' Efforts to Expand Our Reach				

PRIORITY	DISTRICT GOAL	ACTION STEP TO ACHIEVE GOAL	ROTARY YEAR	INITIATIVE LEADER
	a. Develop District Membership Action Plan			
		i. Establish Alumni Chair to incorporate outreach strategy to former Rotarians, Interactors, Rotaractors and Camp/Youth Exchange participants	2021-22	Membership Chair/Alumni Chair/ Youth Services Chair/Rotaract Chair
		ii. Develop a menu of strategies to assist struggling clubs (as requested)	2021-2023	a. Develop strategy: DG-Line; b. Implementation: DG Line/ AG/PDG as appropriate
	b. Prepare New Club Development Action Plan			
		i. Incorporate opportunities for alternative clubs and club models	2021-22	New Club Development Chair
	c. Develop Plan for Creating New and Strengthening Existing Rotaract Clubs			
		i. Promote stronger ties between Rotaract and Rotary Clubs	2021-2024	District Rotaract Chair/ District Rotaract Representatives
		ii. Invite Rotaractors to all District education and training events	2021-2024	Education Committee
		iii. Develop plan to assist with establishing new college and community based Rotaract Clubs.	2021-2024	District Rotaract Chair/New Club Development Chair
		iv. Encourage Interactors to join Rotaract	2021-2024	District Interact Chair/District Rotaract Chair/Camp Directors
	d. Promote Engagement and Support of all Youth Program Participants (beyond serving at Rotary functions)			
		i. Explore ways to maintain ongoing contact between Rotary and Youth Participants (i.e., Interact, camps, YEX, etc.)	2021-2024	Alumni Chair
		ii. Explore ways to incorporate Rotaract club information in DACdb to facilitate communication and encourage engagement in District activities	2021-2024	Alumni Chair/Communications Chair
	e. Develop Short and Long-Term Strategy to Improve our Social Media Presence.			
		i. Market, promote and share success stories that say "This is Rotary."	2021-2024	PI/Branding Team

PRIORITY	DISTRICT GOAL	ACTION STEP TO ACHIEVE GOAL	ROTARY YEAR	INITIATIVE LEADER
		ii. Strengthen District social media efforts by developing media production and marketing capabilities	2021-2024	Communications Team and PI/Branding Team
	f. Rotary Branding - Convert all Identity and Promotional Materials to Reflect Approved Master Brand and Mark of Excellence			
		i. Ensure District compliance effective July 1, 2021	2020-21	DG and PI/Branding Chair
		ii. Promote and support Club compliance effective July 1, 2022	2021-22	DG and PI/Branding Chair
3. Enhance Participant Engagement in Our Clubs, In Leadership and Beyond				
	a. Facilitate Greater Participation in Training Opportunities (e.g. expand use of technology, develop targeted training modules, expand marketing & outreach tools.)		2021-22	DGE/Education Chair
	b. Continue to Promote Engagement Opportunities Beyond the Club Level (i.e., leadership, fellowship, international service, action groups, interest groups, etc.)		2021-2024	DG Line/Communications Chair
	c. Continue to Enhance Communications to Clubs on All Things Rotary		2021-2024	DG/Communication Team/Executive Council
	d. Develop and Promote "Speakers Bureau" to Drive Engagement and Membership			
		i. Identify and include both Rotarians and non-Rotarians with engaging, interesting and topical stories to share	2022-2024	Innovative Club Meetings/Events Chair
	e. Provide and Promote New Ways for Rotarians to Connect, Engage and Grow.			
		i. Develop virtual/in-person/hybrid training series for emerging leaders (e.g., professional development, leadership development, etc.)	2021-22	Education Chair
		ii. Promote and support "small group/networking" discussions	2022-23	Education Chair
4. Increase our Ability to Adapt at the Club and District Level				

PRIORITY	DISTRICT GOAL	ACTION STEP TO ACHIEVE GOAL	ROTARY YEAR	INITIATIVE LEADER
	a. Promote Clubs' Flexibility and Adaptability to meet Member Interests and Needs		2021-2024	Membership Chair/AGs
	b. Continue to Provide Support to Clubs to Take Advantage of Technology for Meetings and Events			
		i. Establish "Tech Team" to assist Clubs and District teams with virtual and/or hybrid meetings and events.	2021-22	DGN
	c. Review District Administrative Processes and Procedures to Support Flexibility and Adaptability		2021-2024	DG Line
5. District Management				
	a. Review, Modify and Update District Website to Serve as Effective Resource Tool for Club and District Leadership		2021-2024	Communications, PI/Branding and Executive Council
	b. Risk and Liability			
		i. Facilitate District and Club compliance with Youth Protection Program	Annual	DG/Youth Services Chair
		ii. Establish District Insurance Representative to act as a resource on U.S. Rotary Club and District Liability Insurance Program ("Program")	2021-22	DG/District Insurance Representative
	c. Organize and Archive District and Corporate Documents		2021-22	District Executive Secretary
	d. Promote use of DACdb by Club and District Leadership			
		i. Promote timely addition of key club leaders in DACdb to facilitate communications/sharing ideas between District Leadership Team and appropriate Club Leader	2021-2024	DG/AG/Communications Chair
		ii. Promote the use of DACdb calendar for Club events, fundraisers and speakers to share successes, tried & true ideas and fun!	2021-2024	DG/AG/Communications Chair
	e. Develop Strategy to Track Metrics Regarding District Impacts (e.g., membership, diversity, service impacts, foundation giving, etc.)		2021-2024	DG-Line