



A SHARED VISION FOR ROTARY DISTRICT 7230

THE BEGINNINGS OF A STRATEGIC PLAN FOR OUR DISTRICT

OUR VISION STATEMENT



OUR PRIMARY FOCUS IS GROWING ROTARY IN DISTRICT 7230. WE WILL DELIVER RESOURCES THAT NURTURE VIBRANT, HEALTHY CLUBS WHICH ATTRACT AND ENGAGE PROACTIVE, DIVERSE MEMBERS AND ENABLE EVERY MEMBER TO HAVE THE KIND OF MEMBERSHIP EXPERIENCE THAT WILL LAST A LIFETIME. WE WILL SUPPORT CLUBS IN THEIR SERVICE TO OUR COMMUNITIES AND WORLD, SO THAT THEIR EFFORTS WILL HAVE IMPACTFUL, SUSTAINABLE RESULTS. WE ARE WILLING TO CHANGE AND ADAPT TO MAKE GROWING ROTARY A REALITY.

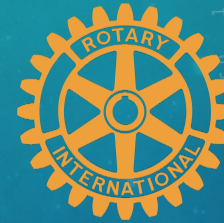


STRATEGIC PRIORITIES AND OBJECTIVES

ALIGNED WITH ROTARY INTERNATIONAL

INCREASE OUR IMPACT

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- FOCUS OUR PROGRAMS ON MEETING THE EVOLVING NEEDS OF OUR CLUBS AND MEMBERS.
- IMPROVE OUR ABILITY TO ACHIEVE AND MEASURE IMPACT.
- INCREASE OUR USE OF COMMUNITY ASSESSMENT TOOLS TO ENSURE MEANINGFUL RESULTS.
- REVIEW ALL DISTRICT PROGRAMMING ON AN ONGOING BASIS AND INCORPORATE FEEDBACK FROM STAKEHOLDERS.

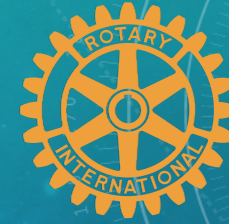
EXPAND OUR REACH



- GROW AND DIVERSIFY OUR MEMBERSHIP AND PARTICIPATION SO THAT CLUBS BETTER REFLECT THEIR COMMUNITIES.
- CREATE NEW CHANNELS INTO ROTARY.
- BUILD BETTER BRAND AWARENESS IN OUR COMMUNITIES THROUGH ALL MEDIA CHANNELS.
- OFFER TECHNOLOGICAL ADVICE AND RESOURCES THAT WILL HELP CLUBS ADAPT TO OUR “NEW NORMAL” OF ONLINE FUNDRAISING AND HYBRID MEETINGS.

ENHANCE PARTICIPANT ENGAGEMENT

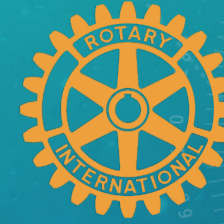
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- DELIVER AN ORIENTATION AND TRAINING PACKAGE THAT IS FUNCTIONAL AND EASILY USABLE AT THE CLUB LEVEL.
- PROVIDE LEADERSHIP DEVELOPMENT AND SKILLS TRAINING, INCLUDING OPPORTUNITIES RELATED TO OUR PARTNERSHIP WITH TOASTMASTERS INTERNATIONAL.
- OPEN NEW PATHWAYS FOR PERSONAL AND PROFESSIONAL CONNECTION, INCLUDING THE FORMATION OF ADDITIONAL “ROTARY MEANS BUSINESS” GROUPS.
- ELEVATE ROTARACT BY OFFERING ADDITIONAL POSSIBILITIES FOR ROTARACTORS TO SERVE IN DISTRICT LEADERSHIP.

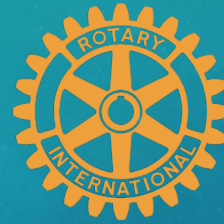
INCREASE OUR ABILITY TO ADAPT

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- CREATE A CULTURE OF INNOVATION AND WILLINGNESS TO TAKE RISKS.
- MOTIVATE CLUBS AND MEMBERS TO BE CHANGE MAKERS.
- BUILD AN ORGANIZATIONAL STRUCTURE THAT WILL BETTER SERVE OUR CLUBS AND ENCOURAGE EXPERIENCED MEMBERS TO BECOME DISTRICT LEADERS.
- REVIEW OUR GOVERNANCE PROCEDURES TO FOSTER DIVERSE PERSPECTIVES, PROVIDE CLEAR ETHICAL STANDARDS, AND DEVELOP A FRAMEWORK TO RESOLVE CONFLICT.

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Be the change that you
wish to see in the world.

Mahatma Gandhi