

ROTARY DISTRICT 5610 3-YEAR STRATEGIC PLAN
(July 1, 2026 - June 30, 2029)
current as of April 28, 2026

EXECUTIVE SUMMARY

This strategic plan, which is aligned with the Rotary Action Plan, outlines District 5610's priorities and measurable goals for the three-year period from July 1, 2026 — June 30, 2029. The plan focuses on nine strategic priorities that align with Rotary International's vision while addressing the unique needs and opportunities within our district.

Our strategic priorities are organized around three core themes:

Service & Impact Expanding participation in meaningful service projects and enhancing our contribution to global polio eradication efforts.

Financial Sustainability Growing contributions to The Rotary Foundation to fund transformative grant work by way of District Grants and Global Grants in our communities and worldwide.

Organizational Strength Building membership, developing club capacity through strategic planning, and enhancing our public image.

This plan is designed as a working document that will guide district leadership, club presidents, and assistant governors in their work. Progress will be monitored at key checkpoints throughout each Rotary year, with adjustments made as needed to ensure we achieve our goals.

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GOALS

<i>Goal</i>	<i>Why is Matters</i>	<i>Target</i>	<i>Activity</i>
GOAL 1: Increase Rotarian participation in service activities	Service is at the heart of Rotary's mission. By increasing the number of Rotarians actively engaged in service projects, we strengthen both individual member engagement and our collective community impact.	682 by 6/30/27 696 by 6/30/28 709 by 6/30/29	Activity 1.1: Service Project Inventory & Interest Mapping
GOAL 2: Increase contributions to the rotary foundation PolioPlus fund	\$50,000 by 6/30/27 \$52,500 by 6/30/28 \$55,000 by 6/30/29	Rotary's commitment to eradicating polio is one of our most significant global health achievements. Continued funding ensures we can finish the job and maintain polio-free status worldwide.	Activity 2.1: Grow PolioPlus Society Membership Activity 2.2: Polio Day Awareness Fundraising Competition Activity 2.3: Amplify Polio Public Image Stories
GOAL 3: Increase contributions to the rotary foundation annual fund	\$130,000 by 6/30/27 \$135,000 by 6/30/28 \$140,000 by 6/30/29	The Annual Fund provides the foundation for Rotary's grant programs, including District Grants and Global Grants that directly support our local and international service projects. Increased giving enables more ambitious projects with greater impact.	Activity 3.1: Club Goal-Setting Campaign Activity 3.2: Expand Fundraising Events Activity 3.3: Annual Fund Education Campaign
GOAL 4: Increase the number of new benefactors	To be established based on current benefactor count (baseline to be determined)	Benefactors make planned gifts to The Rotary Foundation, ensuring sustainable long-term funding for Rotary's mission. Growing our base of benefactors demonstrates Rotarians' deep commitment to lasting impact.	Activity 4.1: Benefactor Education Team Activity 4.2: "Dead Give-Away" Planned Giving Dinner(s)

<p>GOAL 5: Increase the number of Rotarians in district 5610</p>	<p>1,510 by 6/30/27 1,525 by 6/30/28 1,535 by 6/30/29</p>	<p>Growing membership expands Rotary's capacity for service, brings fresh perspectives and energy, and ensures club vitality. Our growth supports Rotary International's goal of reaching 1.25 million members by 2030.</p>	<p>Activity 5.1: Membership Awareness Campaign</p> <p>Activity 5.2: New Member Orientation Enhancement</p>
<p>GOAL 6: Increase the number of clubs with strategic plans</p>	<p>6 by 6/30/27 7 by 6/30/28 8 by 6/30/29</p>	<p>Clubs with strategic plans are better positioned to set clear priorities, allocate resources effectively, engage members meaningfully, and achieve sustainable growth. Strategic planning builds organizational capacity and resilience.</p>	<p>Activity 6.1: Strategic Planning Peer Learning</p>
<p>GOAL 7: Enhance public image and awareness</p>	<p>Raise the level of media, social media, and Rotarian and public awareness of Rotary District and Club service with the intention of gaining new and retaining current membership.</p>	<p>A strong Rotary Public Image shapes how communities understand, trust, and engage with Rotary's mission of service above self. When people clearly see the impact Rotary clubs are making—locally and globally—they are more likely to partner, donate, and become and stay members. A consistent, compelling public image ensures our district is recognized as a leader in service, integrity, and meaningful community impact.</p>	<p>Activity 7.1: Increase online social media knowledge and engagement</p>
<p><i>Continued</i></p>			

<p>GOAL 8: Expand student programs</p>	<p>Expand the number of clubs educated about, interested in providing support and/or participation in several student programs.</p>	<p>Rotary's youth programs develop the next generation of leaders and global citizens. By investing in young people through these programs we help develop leadership skills, ethical decision making skills, and create lasting impact in our youth and consequently their impact within our communities.</p>	<p>Activity 8.1: Rotary Youth Leadership Awards (RYLA)</p> <p>Activity 8.2: Four-Way Test Essay Competition</p> <p>Activity 8.3: Rotary Youth Exchange (Inbound and Outbound)</p>
<p>GOAL 9: Expand international programs</p>	<p>10 clubs involved in (contributing member, international partner or leading) Global Grants or Friendship Exchange or participate in Rotary International Convention by 6/30/27 12 by 6/30/28 15 by 6/30/29</p>	<p>A percentage of District Designated Funds are identified for Global Grants each year. They enable clubs to partner with International Clubs to address significant humanitarian needs around the world (including the US). Expanding club understanding of and participation in international programs strengthens Rotary's global network and demonstrates our commitment to service above self on a worldwide scale.</p>	<p>Activity 9.1: Increase knowledge of types of Global Grant Participation</p> <p>Activity 9.2: Participation in Rotary Friendship Exchange and/or Rotary International Convention</p>

ACCOUNTABLE POSITIONS

<i>What Position</i>	<i>Responsible for What Activities</i>	<i>Reporting Timeline</i>
District Governor (DG) Line	1.1; 3.1; 3.3; 5.1; 5.2; 7.1; 8.1; 8.2; 8.3	See each Activity mentioned for specific timeline
Assistant Governor (AG)	1.1; 2.2; 3.1; 3.2; 3.3; 5.1; 6.1; 7.1; 8.1; 8.2	See each Activity mentioned for specific timeline
District Administrator	2.3; 3.3; 7.1; 9.1; 9.2	See each Activity mentioned for specific timeline
District Rotary Foundation Chair (DRFC)	3.1; 3.2; 4.1	See each Activity mentioned for specific timeline
Past DG	4.2	First dinner held in January 2027; Annual or biennial dinners thereafter
Membership Chair	5.1; 5.2; 7.1	See each Activity mentioned for specific timeline
Public Image Chair (PI)/Club PI Rep	2.3; 3.3; 5.1; 7.1; 8.3; 9.1	See each Activity mentioned for specific timeline
PolioPlus Chair/Club PolioPlus Rep	2.1; 2.2	See each Activity mentioned for specific timeline
Global Grants Chair	1.1; 3.3; 9.1	See each Activity mentioned for specific timeline
Grants Chair	3.3	Ongoing education campaign through 2028
Paul Harris Fellow Chair	3.1	Clubs announce Annual Fund goals by October 1 each year; Final assessment June 30 each year.
Endowment/Major Gifts Chair	4.1; 4.2	Planning team operational by 6/30/27; and First dinner held in January 2027; Annual or biennial dinners thereafter
Training Chair	5.2; 6.1; 7.1	See each Activity mentioned for specific timeline
Youth Exchange Change Chair/host Club Leadership	8.3	Reported to District membership at a minimum during each District Conference, PELS and District Assembly
Rotary Youth Leadership Award (RYLA) Chair	8.1	Evaluated each year after just before or after the camp
4-Way Test Chair	8.2	Evaluated each year after the competition
International Chair	1.1; 3.3; 9.1; 9.2	See each Activity mentioned for specific timeline
<i>Continued</i>		

<i>What Position</i>	<i>Responsible for What Activities</i>	<i>Reporting Timeline</i>
Rotary International Convention Chair	9.2	Based on participating in RI Convention, observe if there is a relationship in increased RFE participation
New Club Membership Chair	5.1; 6.1; 8.1	See each Activity mentioned for specific timeline
Rotary Friendship Exchange Chair	9.2	5 clubs demonstrate interest and/or participate in Friendship Exchange by 6/30/27 7 clubs by 6/30/28 9 clubs by 6/30/29
club	1.1	Starting June 30, 2027 inventories due annually by June 30.

ACTIVITY AMPLIFYING DATA

I. Activity 1.1: Service Project Inventory & Interest Mapping

- a. **Description:** Each club will provide the District Governor line with a list of their service projects or, at minimum, their specific areas of service interest (such as youth programs, mental health initiatives, mentorship, food security, literacy, etc.). This information will enable better coordination, resource sharing, and collaboration opportunities across the district.
- b. **Guidance:** Current area of focus priorities for District 5610 are Polio, Water, and the emphasis area each DG may set for the given year. Clubs and district leadership are encouraged to put prominence to Polio, Water and the given emphasis area when developing new projects and/or rethink how current efforts positively affect one of these areas.
- c. **Leadership & Accountability:**
 - i. District Governor: Issues quarterly reminders and tracks submission compliance
 - ii. Assistant Governors: Collect information from club presidents during monthly phone calls and submit to DG
 - iii. Club Presidents: Complete and submit service inventory by designated deadlines
 - iv. Global Grant Subcommittee, and International Chair: Provide updates to developing relations and projects that may be of interest to specific Club involvement.
- d. **Progress Monitoring:**
 - i. Presidents-Elect Learning Seminar (PELS) - Initial education and goal setting
 - ii. End of Rotary year (June 30) - Annual assessment of participation levels
 - iii. District Conference (typically Fall) - Mid-year review and recognition of high-performing clubs
- e. **Milestone Dates:**
 - i. Initial inventory due: June 30, 2026 (or District Conference 2026, to be determined)
 - ii. Updated inventories: Annually by June 30
- f. **Success Indicators:**
 - i. 100% of clubs submit service inventories
 - ii. Year-over-year increase in number of Rotarians participating in at least one service project
 - iii. Development of at least 2-3 inter-club collaborative projects based on shared interests

II. Activity 2.1: Grow PolioPlus Society Membership

- a. **Description:** Increase district-wide contributions by expanding the number of Rotarians who become members of the PolioPlus Society (those who contribute \$100 or more annually to PolioPlus).
- b. **Guidance:** District 5610 encourages recognizing and celebrating those individuals who reach the level of contribution
- c. **Target Metrics:** 20 PolioPlus Society members by 6/30/27 | 25 by 6/30/28 | 30 by 6/30/29
- d. **Leadership & Accountability:**
 - i. PolioPlus Chair: Develops promotional materials, tracks society membership, and provides recognition

- ii. Club PolioPlus Chairs: Promote society membership at club level and identify prospective members
- e. **Progress Monitoring:**
 - i. Quarterly review of membership growth
 - ii. Recognition of new members at District Conference
- f. **Milestone Dates:**
 - i. Annual membership targets due June 30 each year

III. Activity 2.2: Polio Day Awareness Fundraising Competition

- a. **Description:** Engage clubs in friendly competition around World Polio Day (October 24) and other polio awareness dates. The Area with highest per-capita giving receives district recognition and celebrates their success at the District Conference.
- b. **Guidance:** District 5610 encourages recognizing and celebrating those clubs who reach the level of contribution.
- c. **Leadership & Accountability:**
 - i. Assistant Governors: Coordinate efforts within their areas and promote participation
 - ii. PolioPlus Chair: Provides resources, tracks results, and arranges recognition
- d. **Progress Monitoring:**
 - i. Post-event reporting within 30 days of each fundraising period
- e. **Milestone Dates:**
 - i. July 1 (end of Rotary year push)
 - ii. November 1 (post-World Polio Day assessment)

IV. Activity 2.3: Amplify Polio Public Image Stories

- a. **Description:** Share compelling stories about polio eradication efforts, Rotary's role, and the importance of continued funding. Target of one major story per quarter with multiple distribution channels (newsletter, social media, club visits, website).
- b. **Guidance:** District 5610 encourages, at a minimum, an Area and/or a club to be assigned the time in which they are requested to provide a story.
- c. **Leadership & Accountability:**
 - i. Public Image Chair: Develops call-to-action messaging and coordinates story collection
 - ii. District Admin: Manages publishing and distribution across all district channels
- d. **Progress Monitoring:**
 - i. End of each quarter: Review story publication and engagement metrics
- e. **Milestone Dates:**
 - i. Ongoing through 2028 with quarterly assessments
- f. **Success Indicators:**
 - i. Four polio-related stories published per year
 - ii. Measurable increase in engagement with polio content
 - iii. Correlation between story publication and giving spikes

V. Activity 3.1: Club Goal-Setting Campaign

- a. **Description:** Encourage clubs to adopt Annual Fund giving goals as part of their annual planning process. Support clubs in understanding how to set realistic, achievable goals and track progress.

- b. **Guidance** Current area of focus priorities for District 5610 are Polio, Water, and the emphasis area each DG may set for the given year. Clubs and district leadership are encouraged to put prominence to Polio, Water and the given emphasis area when evaluating District and Global Grant financial commitments. Each clubs' annual giving goal emphasis may also be considered when awarding District and Global Grant financial commitments.
- c. **Target Metrics:** 25% of clubs set Annual Fund goals by 6/30/27 | 30% by 6/30/28 | 50% by 6/30/29
- d. **Leadership & Accountability:**
 - i. District Rotary Foundation Chair (DRFC): Creates goal-setting resources and tracking system
 - ii. DG Line: Promotes goal-setting during club visits and district events
 - iii. Assistant Governors: Work one-on-one with clubs to establish goals
 - iv. PHF Chair: Provides assistance and guidance to PHF methods to achievement and recognition
- e. **Progress Monitoring:**
 - i. Presidents-Elect Learning Seminar (PELS) - Introduce goal-setting expectations
 - ii. End of Rotary year (June 30) - Assess goal achievement
 - iii. District Conference (typically Fall) - Mid-year check-in and course correction
- f. **Milestone Dates:**
 - i. Clubs announce Annual Fund goals by October 1 each year
 - ii. Final assessment June 30 each year

VI. Activity 3.2: Expand Fundraising Events

- a. **Description:** Add one new Annual Fund giving event to complement the existing annual raffle. The new event could include gala dinner, golf tournament, virtual giving day, or other creative fundraising approach determined by district leadership.
- b. **Guidance:** Emphasis on inclusivity and flexibility to ensure all feel welcome.
- c. **Leadership & Accountability:**
 - i. District Rotary Foundation Chair (DRFC) and DG Line: Identify new event format and lead planning
 - ii. Assistant Governors: Promote events and encourage club participation
- d. **Progress Monitoring:**
 - i. Presidents-Elect Learning Seminar (PELS) - Announce annual fundraising calendar
 - ii. End of Rotary year (June 30) - Evaluate event success and net proceeds
 - iii. District Conference - Mid-year promotion of upcoming events
- e. **Milestone Dates:**
 - i. New event format selected and launched by 2028
 - ii. Annual raffle (or the like) continues on existing schedule

VII. Activity 3.3: Annual Fund Education Campaign

- a. **Description:** Develop and implement comprehensive education about how the Annual Fund works, why giving matters, the grant application process and timeline, and how clubs can combine Rotary Foundation grants with local/club foundation funds to maximize impact on selected initiatives.

- b. **Guidance:** Current area of focus priorities for District 5610 are Polio, Water, and the emphasis area each DG may set for the given year. Clubs and district leadership are encouraged to put prominence to Polio, Water and the given emphasis area when evaluating District and Global Grant financial commitments. Each clubs' annual giving goal emphasis may also be considered when awarding District and Global Grant financial commitments.
- c. **Leadership & Accountability:**
 - i. District Admin, Public Image Chair, DG line, and AG: Multiple channels and messengers including district media, DG club visits, newsletter, and AG communications.
 - ii. Grants Committee Chair: Provide and publish clear Grant application training and timeline.
 - iii. Global Grant Subcommittee, and International Chair: Provide updates to developing relations and projects that may be of interest to specific Club involvement.
- d. **Progress Monitoring:**
 - i. Presidents-Elect Learning Seminar (PELS) - Core education session
 - ii. End of Rotary year (June 30) - Survey clubs on understanding and utilization
 - iii. District Conference - Advanced training and success stories
- e. **Milestone Dates:**
 - i. Ongoing education campaign through 2028
- f. **Success Indicators:**
 - i. Increased number of grant applications submitted
 - ii. Higher average grant amounts requested and awarded
 - iii. Greater percentage of clubs accessing matching funds opportunities

VIII. Activity 4.1: Benefactor Education Team

- a. **Description:** Establish a dedicated planning team tasked with creating educational resources, presentations, and one-on-one consultation opportunities to help Rotarians understand the benefactor program, tax advantages, and various giving vehicles (bequests, charitable remainder trusts, life insurance, etc.).
- b. **Guidance:** District 5610 encourages recognizing and celebrating those individuals who commit to this level of contribution.
- c. **Leadership & Accountability:**
 - i. District Rotary Foundation Chair (DRFC): Convenes planning team and oversees resource development
 - ii. Endowment/Major Gifts Chair: Engage and assist DFRC in planning and development
- d. **Progress Monitoring:**
 - i. Zone Institute, Fall 2026 - Report on team formation and initial activities
- e. **Milestone Dates:**
 - i. Planning team operational by 6/30/27

IX. Activity 4.2: "Dead Give-Away" Planned Giving Dinner(s)

- a. **Description:** Host one or more educational dinners focused on planned giving (clever name intentional!). Events will provide information on estate planning, benefactor opportunities, and hands-on assistance for those ready to complete paperwork to formalize their commitment to Rotary.

- b. **Guidance:** District 5610 encourages recognizing and celebrating those individuals who commit to this level of contribution.
- c. **Leadership & Accountability:**
 - i. Past District Governor Bruce: Champion the planning and execution
 - ii. Endowment/Major Gifts Chair: Engage and assist Past District Governor Bruce in planning and development
- d. **Progress Monitoring:**
 - i. District Conference each year - Report on dinner outcomes and new benefactor commitments
- e. **Milestone Dates:**
 - i. First dinner held in January 2027
 - ii. Annual or biennial dinners thereafter
- f. **Success Indicators:**
 - i. Number of attendees at planned giving events
 - ii. Number of new benefactor commitments secured
 - iii. Dollar value of planned gifts documented

X. Activity 5.1: Membership Awareness Campaign

- a. **Description:** Educate current Rotarians about Rotary International's 1.25 million member goal and develop a compelling messaging campaign emphasizing the theme: "Your city/town cannot live without you doing what you do in Rotary." Campaign will highlight Rotary's irreplaceable role in local communities and inspire members to invite others.
- b. **Guidance:** District 5610 encourages a mindset of viewing other organizations similar to Rotary as partners in impact versus competition for members.
- c. **Leadership & Accountability:**
 - i. District Governor: Champions the campaign at all district events
 - ii. Assistant Governors: Deliver messaging during club visits and support recruitment efforts
 - iii. Public Image Chair: Develops marketing materials and social media content
 - iv. Membership and New Club Development Chair: Seeks and delivers new ways to message membership growth ideas
- d. **Progress Monitoring:**
 - i. Presidents-Elect Learning Seminar (PELS) - Launch campaign and set club recruitment targets
- e. **Milestone Dates:**
 - i. Campaign ongoing through 2028

XI. Activity 5.2: New Member Orientation Enhancement

- a. **Description:** Improve the new member experience by training Assistant Governors to deliver consistent, high-quality orientation sessions accessible to new members across the district. Well-oriented members are more likely to remain engaged and become active contributors.
- b. **Guidance:** District 5610 encourages a mindset of viewing other organizations similar to Rotary as partners in impact versus competition for members.

- c. **Leadership & Accountability:**
 - i. District Governor, Membership Chair, and Training Chair: Collaborate in the development of orientation curriculum and train AGs.
- d. **Progress Monitoring:**
 - i. Quarterly assessment of orientation delivery and new member feedback
 - ii. Tracking of new member retention rates
- e. **Milestone Dates:**
 - i. Ongoing with quarterly reviews
- f. **Success Indicators:**
 - i. Net membership growth meets annual targets
 - ii. New member retention improves year-over-year
 - iii. Clubs report increased satisfaction with onboarding process

XII. Activity 6.1: Strategic Planning Peer Learning

- a. **Description:** Create opportunities for clubs engaged in strategic planning (or who have completed SWOT...Strength, Weakness, Opportunity, Threat...analyses or similar processes) to share their experiences, insights, and results with each other. Peer learning reduces barriers to planning and provides practical templates and lessons learned.
- b. **Guidance:** District 5610 strongly encourages alignment with this District 5610 Strategic Plan but specific to each individual club plan (or jointly with other Rotary clubs).
- c. **Leadership & Accountability:**
 - i. Assistant Governors and Training Chair: Facilitate sharing sessions and identify clubs ready for strategic planning support
 - ii. New Club Development Chair: Pending development of new clubs, message the importance of developing a Strategic Plan.
- d. **Progress Monitoring:**
 - i. AG meeting dates - Regular updates on which clubs are engaged in planning
- e. **Milestone Dates:**
 - i. 6 clubs complete plans by 6/30/27
 - ii. 7 clubs by 6/30/28
 - iii. 8 clubs by 6/30/29
- f. **Success Indicators:**
 - i. Number of clubs that complete strategic plans
 - ii. Quality indicators: plans include measurable goals, timelines, and accountability structures
 - iii. Evidence of plan implementation and impact on club vitality

XIII. Activity 7.1: Increase online social media knowledge and engagement

- a. **Description:** Develop a coordinated digital strategy that highlights compelling stories, measurable impact, and the people behind Rotary's service. Tweak District website to highlight District's involvement internationally, districtwide as well as club successes with emphasis on the action completed by Rotarians and the why is important. Educate and implement Rotary Zone Public Image guidance on tagging and hashtag.

- b. **Guidance:** District 5610 encourages beginning with a focus on collective District stories. For example, those that include multiple Districts (aka Global Grant or the multi-district water initiative), then multiple areas or multiple clubs (aka 4-way Essay competition, Rotary Youth Exchange) then specific and individual club successes.
- c. **Leadership & Accountability:**
 - i. Public Image Chair: Lead, guide and push out information on the Public Image plan as well as track and report on social media engagement data. Request and encourage dialogue among all those involved to push stories to District Administrator on on-going action-oriented projects.
 - ii. Assistant Governors and Training Chair: Encourage and/or facilitate information from Public Image Chair to clubs, specifically Presidents and Club Public Image Chair. Request and encourage dialogue among all those involved to share and collective improve.
 - iii. Membership Chair: Seek feedback from members of their usage/engagement on social media.
 - iv. District Governor: Echo and emphasize the Public Image messaging.
 - v. District Administrator: Post and support per guidance developed.
- d. **Progress Monitoring:**
 - i. AG and Leadership meeting dates - Regular updates on data tracking
- e. **Milestone Dates:**
 - i. Reported to District membership at a minimum during each District Conference, PELS and District Assembly.
- f. **Success Indicators:**
 - i. Number of followers of District and Club social media sites as well as engagements increase
 - ii. The number of self-reported importance or reliance on Rotary websites and social media increases.
 - iii. Number of opened/read District newsletter emails increases from 250 by 50 each time reported during milestone dates.

XIV. Activity 8.1: Rotary Youth Leadership Awards (RYLA)

- a. **Description:** Increase participation in, and support of, RYLA summer camp with the intention of initiating additional Interact clubs.
- b. **Guidance** District 5610 values the RYLA program and expanding its reach to diverse communities that have not otherwise sponsored a program participant. Furthermore, it will continue to provide a degree of financial support in addition to clubs that support attending students.
- c. **Target Metrics:** Reach and sustain 12 students from District 5610 RYLA; increase club sponsorship (either with a student or financially) by one new club each year. 6 in 2027, 7 in 2028, 8 in 2029
- d. **Leadership & Accountability:**
 - i. District Governor and Assistant Governors: Echo the importance of RYLA, explore new ways to reach additional communities

- ii. RYLA Chair: Educate clubs on the program and/or how to provide sponsorship
- iii. New Club Development Chair: Educates AGs and Clubs on how to initiate a new Interact
- e. **Progress Monitoring:**
 - i. RYLA Chair - Regular updates on which clubs have received refresh on the program and if/how engaged.
- f. **Milestone Dates:**
 - i. Evaluated each year after just before or after the camp, on 6/30/27, 6/30/28 and 6/30/29
- g. **Success Indicators:**
 - i. Year-over-year increase in student applications and attendance
 - ii. Increased number of clubs sponsoring at least one RYLA student or providing financial assistance to the program
 - iii. Post-camp engagement of RYLA alumni with Rotary programs

XV. Activity 8.2: Four-Way Test Essay Competition

- a. **Description:** Expand the Four-Way Test essay competition for sixth grade students to introduce young people to Rotary's ethical framework and values. Increase both student participation and club involvement in promoting and judging the competition.
- b. **Guidance** District 5610 encourages refining and updating the rules to the competition. Such as incorporating guardrails to avoid students' use of AI, providing feedback to participants, and giving guidance to judges.
- c. **Target Metrics:** 10% increase in essays submitted per year 2027, 2028, 2029.
- d. **Leadership & Accountability:**
 - i. District Governor and Assistant Governors: Echo the value of the essay competition, incorporate results in District events, as possible.
 - ii. 4-way essay competition Chair: Educate clubs on the program and judging as well as consolidates results.
- e. **Milestone Dates:**
 - i. Evaluated each year after the competition and no later than 6/30/27, 6/30/28 and 6/30/29
- f. **Success Indicators:**
 - i. Number of essays submitted
 - ii. Number of schools participating
 - iii. Number of clubs engaged in promoting or judging competition
 - iv. Quality and depth of student responses

XVI. Activity 8.3: Rotary Youth Exchange (Inbound and Outbound)

- a. **Description:** Grow the Youth Exchange program by increasing the number of students participating (both outbound from District 5610 and inbound to our district) and expanding the number of clubs actively sending and/or hosting exchange students.\
- b. **Guidance:** District 5610 recognizes the personal family decisions that must be evaluated in sponsoring an inbound student. Consider increasing support to sister clubs that host an inbound student. If unable to support inbound, the District encourages clubs to evaluate increasing emphasis on identifying an outbound student.
- c. **Target Metrics:** Increase the number of students participating and/or clubs supporting those students by 1 each year.

d. Leadership & Accountability:

- i. Youth Exchange Chair: Develop and implement a plan to educate and encourage participation. Coordinate with the Public Image Chair to incorporate in the Public Image Plan.
- ii. Host club coordinators: Regularly submit and/or report (to Youth Exchange Chair and DG leadership) on successes and challenges.

e. Progress Monitoring:

- i. Reported to District membership at a minimum during each District Conference, PELS and District Assembly.

f. Milestone Dates:

- i. Reported to District membership at a minimum during each District Conference, PELS and District Assembly.

g. Success Indicators:

- i. Number of outbound students sent abroad
- ii. Number of inbound students hosted in District 5610
- iii. Number of clubs participating as host clubs
- iv. Number of clubs sponsoring outbound students
- v. Successful student experiences and family satisfaction

XVII. Activity 9.1: Increase knowledge of types of Global Grant Participation

a. **Description:** Increase the number of clubs with a comfortable understanding of Global Grants by providing education, technical support, and mentorship to help clubs successfully navigate the Global Grant application process.

b. **Guidance:** Current area of focus priorities for District 5610 are Polio, Water, and the emphasis area each DG may set for the given year. Clubs and district leadership are encouraged to put prominence to Polio, Water and the given emphasis area when evaluating Global Grant financial commitments and developing international relationships.

c. **Target Metrics:** 5 clubs receive additional Global Grant training and/or state comfortable understand by 6/30/27 | 7 by 6/30/28 | 9 by 6/30/29

d. Leadership & Accountability:

- i. Global Grant Subcommittee: Document current and developing Global Grant with District 5610 involvement.
- ii. International Chair: Document current and developing International relations with the intention of why such efforts are being made.
- iii. Public Image Chair: Develops call-to-action messaging and coordinates story collection
- iv. District Admin: Manages publishing and distribution across all district channels

e. Progress Monitoring:

- i. Presidents-Elect Learning Seminar (PELS) - Consider as a training opportunity
- ii. End of Rotary year (June 30) - Evaluate metrics
- iii. District Conference - Consider as a training opportunity

- f. Milestone Dates:**
 - i. 5 clubs Trained or state comfortable understanding of Global Grants by 6/30/27
 - ii. 7 clubs by 6/30/28
 - iii. 9 clubs by 6/30/29
- g. Success Indicators:**
 - i. Number of clubs submitting Global Grant applications
 - ii. Number of Global Grants approved and funded
 - iii. Development of ongoing international partnerships

XVIII. Activity 9.2: Participation in Rotary Friendship Exchange and/or Rotary International Convention

- a. Description: Promote** and facilitate participation in Rotary International Convention and Rotary Friendship Exchange opportunities. Each enables Rotarians from District 5610 to interact with Rotarians from around the world, bridging cultural understanding, creating lasting international friendships, and often lead to collaborative service projects and Global Grant partnerships.
- b. Guidance:** Club, district leadership, and members are encouraged to expand geographic diversity from previous exchanges as well as enjoy the massive diversity presented during a Rotary International Convention.
- c. Target Metrics:** 5 clubs demonstrate interest and/or participate in Rotary Friendship Exchange by 6/30/27 | 7 by 6/30/28 | 9 by 6/30/29
- d. Leadership & Accountability:**
 - i. Rotary Friendship Exchange Chair and Rotary International Chair: Seek and use every opportunity to provide information on potential exchanges and upcoming International Conventions, to include District newsletter and social outlets
 - ii. International Chair: Document current and developing International relations and provide connection/publicize of potential exchange or travel possibilities.
 - iii. District Admin: Publishing and distribution across all district channels
- e. Progress Monitoring:**
 - i. District Conference - Consider as a networking or participant opportunity to share experience
 - ii. Evaluate increased social media engagement on Friendship Exchange topics
- f. Milestone Dates:**
 - i. 5 clubs demonstrate interest and/or participate in Friendship Exchange by 6/30/27
 - ii. 7 clubs by 6/30/28
 - iii. 9 clubs by 6/30/29
- g. Success Indicators:**
 - i. Number of Friendship Exchanges organized\
 - ii. Number of Rotarians, specifically new Rotarians, participating in exchanges
 - iii. Development of ongoing relationships and collaborative projects resulting from exchanges
 - iv. Geographic diversity of exchange partnerships

XIX. IMPLEMENTATION FRAMEWORK

a. Communication Plan

- i. Progress toward these goals will be communicated regularly through:
 1. District Governor monthly newsletters
 2. Assistant Governor reports at AG meetings to include providing the information to club presidents.
 3. Updates at Presidents-Elect Learning Seminar and District Conference
 4. District website dashboard and social medial tracking key metrics
 5. Recognition programs celebrating clubs and individuals achieving milestones

b. Annual Review Cycle

- i. Each Rotary year will include three major checkpoints:
 1. July/August: Goal setting and annual planning with incoming club leadership
 2. District Conference (Fall): Mid-year assessment and course corrections
 3. June: End-of-year evaluation and recognition

c. Resource Needs

- i. Successful implementation of this plan requires:
 1. Dedicated volunteer leadership for each goal area
 2. Communication resources (templates, presentations, marketing materials)
 3. Recognition budget for awards and celebrations
 4. Technology support for tracking and reporting
 5. Professional development opportunities for district and club leaders

d. Flexibility and Adaptation

- i. This strategic plan is a living document. District leadership will remain responsive to:
 1. Emerging opportunities and challenges
 2. Feedback from clubs and members
 3. Changes in Rotary International priorities
 4. External factors affecting our communities

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