

DISTRICT 6310 STRATEGIC PRIORITIES & OBJECTIVES

Revised February, 2020

Executive Summary –

We believe that moving forward our District Priorities and Objectives should more closely align and match those of Rotary International (please see below). That they be easily understood and communicated to our membership, providing local clubs with the necessary tools and support to move our organization forward. District leadership teams and committee chairs are in place to serve our local clubs.

Although metrics for a given goal are necessary to measure impact or growth in that area, we should consider the tremendous impact to society be it global or local by our commitment and support to Rotary.

Communication is THE KEY DRIVER to growth. Both Rotary members and non-members need to share the wonderful stories of our priorities and objectives. By doing so we hope to make a compelling case to join our ranks and to support the Rotary Foundation which is the financial vehicle allowing our impact for generations to come.

Finally, as your club reviews Rotary International's, 4 Strategic Priorities and 14 Objectives below, we would encourage that they be a part of your plans and efforts to achieve the Rotary Citation which you will be asked to establish and set a minimum of 13 specific goals for the year.



ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making