

# ROTARY DISTRICT 5960

## STRATEGIC PLAN



### **Core Values**

Fun  
Service  
Integrity  
Leadership  
Inclusion  
Innovation

### **Purpose Statement:**

To help our Clubs thrive  
To promote The Rotary Foundation giving and programs  
To connect Clubs and members with the broader Rotary world  
To promote a positive public image of Rotary

### **1. Strategic Priority: Membership**

1. To help Clubs develop strategies to attract members
2. To help Clubs develop strategies to engage members
3. To promote the idea of Clubs reflecting diversity in their communities
4. To support innovation in Clubs and membership
5. To promote growth through the creation and expansion of Clubs

### **2. Strategic Priority: Public Image**

1. To provide Clubs resources to enhance public image
2. To facilitate telling stories of lives touched
3. To ensure clear and consistent branding and messaging
4. To identify and leverage partnerships
5. To promote Rotary

### **3. Strategic Priority: The Rotary Foundation**

1. To assist Clubs with Rotary Grants and programs
2. To provide education and awareness of the Rotary Foundation
3. To encourage giving to the Rotary Foundation
4. To help Clubs promote and advocate for Polio eradication

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### 4. **Strategic Priority: Youth Service**

1. To publicize and support vibrant youth and young adult programs
2. To adhere to Youth Protection Standards

### 5. **Strategic Priority: Administration and Technology**

1. To have a highly effective District Office
2. To use current, relevant technology to support members
3. To promote innovative ways to engage members
4. To provide training and support

### 6. **Strategic Priority: Finance**

1. To maintain sound fiscal policies and practices
2. To be transparent about District finances
3. To use District funds responsibly to support District Strategic Priorities and programs

### 7. **Strategic Priority: Leadership**

1. To identify and develop leaders for District service
2. To provide training and support to Club leaders
3. To have continuity by District leadership
4. To support innovation and creativity

### 8. **Strategic Priority: Communication**

1. To have effective District communications
2. To develop two-way communication with Clubs and among Clubs
3. To periodically collect feedback from members and Clubs
4. To provide resource suggestions to our Clubs

### 9. **Strategic Priority: Vocational Service**

1. To emphasize ethics
2. To promote mentorship opportunities
3. To encourage Clubs to emphasize vocations
4. To promote literacy
5. To leverage vocational skills in service

### 10. **Strategic Priority: District Projects**

1. To have sustainable projects that have measurable goals and outcomes
2. To have District projects while supporting RI and TRF
3. To encourage Clubs to support and participate in District projects
4. To have District social events

Adopted by the 2017-18 and 2018-19 Boards of Directors on June 18, 2018,  
as updated June 2021.