



Rotary International District 5340
Strategic Plan 2011-2014

Vision

We will be the service organization of choice with innovative, dynamic, action-oriented clubs whose contributions improve lives in communities worldwide.

Mission

We provide service to others; promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders. We provide leadership to help our Rotary clubs advance the Object of Rotary and to promote the mission of The Rotary Foundation.

Core Values

Service Fellowship Diversity Integrity Leadership

Strategic Priorities

The district will support the clubs with these priorities

Goals to support and strengthen clubs

- *Share ideas on innovative and flexible clubs*
- *Promote club partnerships to enhance club projects*
- *Create awareness of ways to diversify membership*
- *Enumerate ways to increase membership, including attracting and keeping members*
- *Conduct programs to train leaders at all levels*
- *Identify opportunities for and support new clubs*
- *Support club visioning for all clubs*

Goals to Focus and Increase Humanitarian Service

- *Encourage club and individual participation in polio eradication*
- *Create awareness and support of TRF in order to be able to provide more service*
- *Promote partnerships with other agencies to enhance scope and reach of projects*
- *Promote and support significant projects both locally and internationally*

Goals to Enhance Public Image and Awareness

- *Develop a District project and PR campaign that all clubs can leverage, to include an outward facing web site to capture and hand-off leads*
- *Publicize local Rotary projects, networking opportunities, signature events and successes*
- *Create programs around ethics and integrity*
- *Encourage the growth of vocational services separately from New Generations*