



Strategic Directions Plan  
2021-2024

*The* **ROTARY ACTION PLAN**



**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

**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

**Together** we see a District that **champions Club innovation, growth and service to create lasting change** across the globe, in our communities and in ourselves.

As we move forward in a time of recovery, rebuilding and reimagining Rotary, District 5370 is committed to supporting Clubs and members to increase their capacity to create lasting change locally and globally.

To achieve the vision of Rotary International, the Rotary Foundation, and District 5370 we will focus on increasing the impact of District services to expand our reach, enhance participant engagement and support innovation.

Our success will be measured by the extent to which Rotary and Rotaract Clubs achieve their goals and indicate satisfaction with the District services.

#### District 5370 Strategic Directions

**1. Expand our reach and increase our ability to adapt by inspiring a culture of renewal and innovation that celebrates the accomplishments of Clubs.**

- Action: celebrate, share and provide opportunities to learn from club successes with a particular focus on strategies to increase membership engagement by increasing flexibility, and inclusiveness in all aspect of Rotary
- Action: Provide information to assist clubs to host effective hybrid meetings
- Action: Provide learning opportunities related to topics such as change Leadership, Diversity Equity and Inclusion, Innovative Club Models at the Fall Assembly and throughout the year.
- Action: Promote and support the development of new clubs, satellite clubs
- Action: Promote and celebrate involvement in Rotary Days of Service

**2. To Increase our impact by Building Team Leadership Capacity**

- Action: Provide leadership development opportunities for current and interested club leaders
- Action: Host district firesides introducing key aspects of Rotary to newer members
- Action: Provide coaching training for Assistant Governors, Club Presidents, and leaders

- Action: District Board will focus on governance leadership to support the strategic priorities
- Action: Continue to elevate Rotaract in all aspects of Rotary

**3. Increase our impact and expand our reach by promoting collaboration, networking and strengthening communication**

- Action: Continue regular communication through use of Connections, strengthen the use of social media and increase the functionality of the district website.
- Action: Provide regular networking opportunities for club leaders related to Foundation, Membership, Youth Services, Community and International Service
- Action: Lead AG and COL rep to attend board meetings as non-voting members
- Action: Implement structures and processes to promote co-ordination among district committees and timely sharing of information between the district and club members