



STRATEGIC PLAN

Rotary International District 5495

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Table of Contents

INTRODUCTION	3
Vision.....	3
Mission.....	3
Principles.....	3
STRATEGIES	4
Leadership (Ethics)	4
Influence (Service)	4
Engagement (Membership)	4
Esteem (Public Image).....	5
STRATEGIC PLANNING COMMITTEE	5
APPENDIX 1 – Rotary International Strategic Plan.....	6

INTRODUCTION

Vision

We see a world where people unite and take action to improve the well-being of others, and where Rotary is regarded as ...

- ... an organization that develops and strengthens leaders.
- ... an organization with a boundless capacity for good.
- ... an organization of choice for those who serve.
- ... an organization with a clear and compelling identity.

Mission

To Support and Strengthen Rotary Clubs, Focus and Increase Humanitarian Service, and Enhance Public Image and Awareness.

Principles

- **Ethics.** We take the Four-Way Test seriously and consciously apply it to biggest of things and to smallest of things in our personal, professional and Rotary lives. We live, work, play and serve in our communities with integrity.
- **Peacemaking.** Our thoughts, words, and actions promote peace, goodwill, and understanding. We remain open-minded as we practice active listening, finding value in the opinions and positions of others.
- **Leadership.** Everything hinges on leadership. Strengthening former, current and emerging leaders improves our impact and sustainability. We are committed to empowering youth and young professionals through our personal development programs.
- **Service.** We are resourceful in finding ways to improve the quality of life for people in their communities and to serve the public interest. We leverage the local and global grant-making power of The Rotary Foundation.
- **Relationships.** Strong, trusting relationships anchor our Clubs and District. We spend time with other Rotarians at every opportunity by attending District training events and conferences and visiting and supporting Clubs other than our own. This is where the magic happens. We love to celebrate the success of our Members and our Clubs.
- **Generosity.** We are compassionate and cheerful givers. We give freely to each other, our Clubs and our community, without expectation of reciprocity. The Rotary Foundation is a charity of choice for each of us. We are eager to contribute our expertise to solving problems and filling the needs of society.
- **Responsibility.** We consider the potential effect on others before taking action. We are strengthened by effective planning, both strategically and short term. Leadership at all levels is faithful in completing tasks and projects in a timely fashion.

- Diversity. We embrace the value of diversity and appreciate the various perspectives and skills that enrich us and give us strength. We seek to be inclusive in all aspects of our membership, service, and leadership. Our District and Clubs value and reflect our communities.
- Collaboration. We fully understand how partnering strengthens the impact of our service projects, our fundraising, and our reputation, within and between Clubs and Districts, and with partners in our communities.
- Communication. We communicate clearly, openly, frequently and honestly. We consider and utilize various ways to reach all Clubs and Members.

STRATEGIES

Leadership (Ethics)

Rotary is regarded as an organization that develops and strengthens leaders.

- Personal character development
- Professional leadership development opportunities
- Mentoring for Emerging Leaders
- Rotary Leadership Institute
- Club Leadership Academy
- Arizona Rotary Leadership Academy

Influence (Service)

Rotary is regarded as an organization with boundless capacity for good.

- Local, regional, and international service
- Member involvement in community
- Leveraging the local and global effectiveness of The Rotary Foundation
- Community partnerships and alliances

Engagement (Membership)

Rotary is regarded as an organization of choice for those who serve

- Fostering the development of lifelong friendships
- Unlimited individual and group service opportunities
- Flexible, relevant and nimble club models
- Outreach via new club development
- Expansion of Youth Services programs and initiatives

Esteem (Public Image)

Rotary is regarded as an organization with a clear and compelling identity

- Championing our unique value propositions
 - We can do more, because we can be more
 - Rotary is not only a place you go to, it is place you go from
 - Personal/Professional Leadership Development
 - Vast network of community leaders
 - Highly regarded funding engine
 - Global marketing and brand identity
- Providing professional communications
- Convening capability within communities
- Promotion of club projects and efforts

STRATEGIC PLANNING COMMITTEE

- The Committee shall consist of six Rotarian members who have a broad range of experience in Rotary and/or with strategic planning, and where possible, at least one member is 35 years old or younger. The District Governor shall designate one member to serve as Committee Chairperson. Each member shall be elected for a three-year term.
- At the District Council on Legislation, the Club delegates shall elect the number of Rotarians necessary to maintain the required Committee composition.
- The District Governor shall by appointment fill any vacancy occurring on the Committee because of death, resignation or removal during his/her term of office.
- The Committee shall conduct an annual review of the District Strategic Plan and report its findings to the Clubs at the District Council on Legislation.
- In consultation with District officers and other committees, the Committee shall draft and put forth for approval at the District Council on Legislation recommended amendments to the District Strategic Plan complying with the time requirements of Article VI of the District Bylaws.
- The Committee shall advise the District Governor of any actions within the District that deviate from the District's Strategic Plan. The District Governor shall direct the District to adhere to the District's Strategic Plan or shall ask the Committee to submit change(s) to the District's Strategic Plan to the Clubs, for their approval, at the next District Council on Legislation.
- The Committee shall meet no less than semi-annually at the discretion of its Chairperson as to date, time, and place.

APPENDIX 1 – Rotary International Strategic Plan



Rotary 

STRATEGIC PLAN

OUR VALUES IN ACTION

Through **fellowship**, we build lifelong relationships that promote greater global understanding.

With **integrity**, we honor our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our vocational expertise, **service**, and **leadership** to tackle some of the world's greatest challenges.

OUR STRATEGIC GOALS



Support and strengthen clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new clubs
- Encourage strategic planning at club and district levels



Focus and increase humanitarian service

- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally



Enhance public image and awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

JOIN LEADERS | EXCHANGE IDEAS | TAKE ACTION www.rotary.org/strategicplan

