

Strategic Plan District 5450

Approved by the Executive Committee August 16, 2005

Introduction

As Rotary enters its second century of service, clubs, districts, and Rotary International are all looking beyond an immediate year and are considering what kind of organizations they want to be, with what long term goals and purposes and how these goals and purposes will be achieved.

One of the great strengths of Rotary is its infusion of new leadership every year. At every level in Rotary, new leaders have the freedom to propose new initiatives, new ways to organize to achieve them and new actions for their accomplishment. At the same time, this freedom raises concerns about continuity and communication and raises the possibility that frequent changes in direction may detract from the effectiveness of the organization.

At the Rotary International level a strategic plan has been developed to provide a sense of continuity and direction for Rotary as a whole. Similarly, clubs are being encouraged to develop strategic plans that provide a sense of continuity and direction that transcend the traditional one-year planning cycle.

At the district level, governors, committee chairs, and other district leaders have wide latitude in carrying out their responsibilities and developing new initiatives. At the same time, a sense of continuity and vision for the future is important. The Manual of Procedure and the District Leadership Plan provide, in considerable detail, how districts operate. The purpose of a District Strategic Plan, however, is to provide broad guidance to the district leadership with respect to long term goals and how they might best be achieved, and to communicate to clubs in the district ways in which the district aspires to support them in achieving their goals and objectives.

To this end we have drafted the following strategic plan for District 5450.

District 5450 Values

We value:

- Integrity
- Service
- Fellowship
- Making a difference
- Fun with heart, humor and balance
- Effectiveness

Vision

District 5450 will be known as a district that strongly and effectively supports its clubs in making a difference through community, international, and vocational service.

Mission

The Mission of District 5450 is to support its member clubs in fulfilling the Object of Rotary and to support the Mission of Rotary International by:

- Providing excellent quality continuous training of club leaders and club members
- Providing expertise to support clubs in their work
- Assisting clubs to meet the four elements of effective clubs:
 - Sustaining or growing membership,
 - Implementing successful projects that address the needs of its community and communities in other countries,
 - Support The Rotary Foundation through both financial contributions and programs participation,
 - Develop leaders capable of serving in Rotary beyond the club level.

Key Objectives

Goal 1. Financial Support of The Rotary Foundation

- We will encourage support of The Rotary Foundation with the following objectives:
 - Increase our support of the Annual Program fund from \$121 per capita in 2004-2005 to \$301 per capita in 2009-2010.
 - Significantly increase our support of the Permanent Fund by increasing the number of benefactors to 500 from today's 320, by increasing the number of Bequest Society members to 250 from today's 70 and to have 250 new Major Donors by 2010
 - Annually add 10 members to the Paul Harris Society.
 - Increase the percentage of members contributing to the Annual Program Fund from 50% to 75% by 2010.
 - Add at least one additional endowment to fund an Ambassadorial Scholar and an endowment to fund additional GSE teams.

Objectives to be reviewed by the Foundation Committee and action plans developed to support their achievement.

Goal 2. Support of Rotary Foundation Programs.

- As our DDF funds grow (through the SHARE program) we will encourage clubs to increase their involvement in the following Rotary Programs:
 - Matching Grants, with particular emphasis on Literacy, Health, and Water and other presidential initiatives, and to use Matching Grants as a means to establishing "sister club" relations.
 - District Simplified Grants
 - Ambassadorial Scholarships
 - GSEs
 - Rotary Volunteers
 - Rotary Fellowships
 - Consider use of DDF funds to support low-income districts.

Objectives to be established by the Foundation Committee and action plans developed to support their achievement.

Goal 3. Membership

- We will seek to grow the total membership in District 5450 with the following objectives:
 - Grow total membership from 3100 at the end of 2004-2005 to at least 3633 members at the end of 2009-2010 by keeping up with Colorado's expected population increase of 1.6 % per year and achieving the U.S. average of 1.32 members per 1000 population.
 - Improving the retention of club members.
 - Add at least 10 new clubs by 2010.
 - Significantly increase the diversity of membership.

Objectives to be reviewed by the Membership Committee and Extension Committee and action plans developed to support their achievement.

Goal 4. Community Service

- We will encourage and assist clubs to increase their involvement in local Community Service programs, either individually or through collaborative efforts with other clubs, with special emphasis on Family of Rotary, Literacy, Health and Hunger, and Water.
- We will encourage clubs to seek opportunities to establish partnerships with other community organizations.

Objectives to be established by the Community Service Committee and action plans developed to support their achievement.

Goal 5. Public Awareness

- We will strive to improve the level of public awareness of what Rotary is and the good works it supports.
 - At the district level consideration will be given to the feasibility of Rotary messages on billboards, use of PSA announcements (provided by Rotary International) by major media, and of supplements featuring Rotary in major media.
 - Resources and support will be provided to clubs to assist them in getting coverage of their activities in local media.

Objectives to be established by the Public Relations Committee and action plans developed to support their achievement.

Goal 6. Communications

- Establish a Communication Committee to serve as an umbrella to coordinate all communication efforts within the district
Note: A task force is being created with the responsibility of establishing specific objectives and ways to accomplish them, including use of electronic communication and the district web site. . Also note: In order to assist clubs to include information about Rotary, and Rotary activities, we are attaching a list of potential speakers on a wide variety of Rotary topics.

Goal 7. Improve the Effectiveness of the District Leadership Team

- To improve the effectiveness of the District Leadership Team a Task Force to be appointed by the District Governor will:
 - Clarify the reporting relationships of the various committees.
 - Clarify the responsibilities of the various committees by developing “job descriptions.”
 - Ensure that, to the extent feasible, our committee structure corresponds to the District Leadership Plan.
 - Recommend processes to involve district committees in the goal setting process.
 - Review the District By Laws.Additionally the Executive Committee will be asked to:
 - Create a detailed annual calendar of district activities.
 - Establish a task force to evaluate and recommend whether a District 5450 Foundation, 501 (c) 3, to operate as a passive entity to facilitate collection of tax-exempt contributions to support appropriate Rotary activities is appropriate.

Goal 8. Support Youth Programs

- We will continue to support the youth in our communities in at least the following ways:
 - Increase the awareness and understanding and support of our Youth Exchange programs.
 - Continue to support and publicize the RYLA program.
 - Increase the effectiveness and number of Interact programs.
 - Where feasible continue to develop and support Rotaract programs.
 - Encourage closer links between clubs and Youth Programs (Interact, Rotaract, etc.) through partnerships in conducting projects and programs.
 - Encourage closer links between Youth Exchange initiatives and Interact clubs.**Objectives to be established by the Youth Exchange, RYLA, Interact, and Rotaract Committees and action plans developed to support their achievement.**
 - In addition, a “Member for Youth” will be added to the District Executive Committee.

Goal 9. Vocational Service

- We will emphasize the importance of high ethical standards in our clubs, in our businesses, and in our communities, with particular emphasis on the Four Way Test.
 - We will encourage, in all ways possible, the recognition of the worthiness of all vocations and assist and guide others in their choice of vocations.
- Objective to be established by the Vocational Service Committee and action plans developed to support their achievement.**