

Strategic Plan

Rotary District 7710

2015-16, 2016-17, 2017-18

Support and strengthen clubs

- Encourage the advancement of active and vibrant clubs
 - Foster vibrant existing clubs by promoting adoption and implementation of *Be A Vibrant Club, Your Club Leadership Plan*
 - Provide relevant and effective training, mentorship and good stewardship of district funds
 - Start dynamic, new clubs
- Improve member recruitment and retention
 - Promote development of Membership Plans that encourage diversity
 - Facilitate clubs participation in a variety of service and fellowship activities
 - Facilitate collaboration across clubs and other organizations and provide opportunities to build friendships (including district conference) and share ideas
- Develop leaders
 - Promote strategic planning and development of long-range goals
 - Encourage the annual review of club bylaws, constitution and increase participation in Rotary Leadership Institute
 - Encourage development of a three-year transition and succession plan at the club and district levels

Promote peace, cross-cultural understanding and humanitarian service

- Support the Rotary Foundation and signature global initiatives
 - Support the Duke-UNC Rotary Peace Center and peace fellows
 - Support global efforts to eradicate polio
 - Cultivate a culture of giving to the Rotary Foundation
 - Cultivate a culture of supporting the Endowment Fund through individual Rotarians becoming benefactors
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
 - Encourage participation in Youth Exchange, RYLA, RAD, Interact, Rotaract
 - Implement appropriate protection policies to ensure safety of youth
 - Promote development of leadership skills and service opportunities for youth
- Create opportunities for humanitarian service both locally and internationally
 - Encourage participation in District Grants, Global Grants and Global Scholarships
 - Develop opportunities for Friendship Exchange
 - Promote participating in Vocational Training Teams, Rotary Fellowships and Rotary Action Groups

Enhance public image and awareness

- Implement the image and brand awareness campaign developed by RI
- Develop and implement effective risk management and communications plans
- Develop and implement a Public Relations Strategy and Plan
 - Publicize action-oriented service and promote core values
 - Emphasize vocational service
 - Encourage clubs to promote their networking opportunities and signature activities

Our mission

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Our core values

Our values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

These core values are:

Fellowship and global understanding

We build lifelong relationships.

Ethics and integrity

We honor our commitments, act as role models in our lives, and live the 4-Way Test.

Diversity

We connect diverse perspectives.

Vocational expertise, service, and leadership

We apply our leadership and expertise to solve social issues.

Fellowship

Leadership

Integrity

Diversity

Service

For more information on Rotary International's Strategic Plan, visit:

<https://www.rotary.org/myrotary/en/learning-reference/about-rotary/strategic-plan>

