

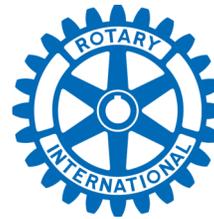
STRATEGIC PLANNING PROCESS

VISION: Rotary District 7610 will be the service organization of choice with dynamic, action-oriented clubs whose contributions improve lives locally and world-wide.

MISSION: Rotary District 7610 provides service to others; promotes integrity and advances world understanding, goodwill and peace through its fellowship of business, professional, and community leaders.



Rotary



The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society

THIRD: The application of the ideal of service in each Rotarian's personal, business and community life;

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



The Rotary Four-Way Test*

Of the things we think, say or do:
Is it the **TRUTH**?

Is it **FAIR** to all concerned?

Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?

Will it be **BENEFICIAL** to all concerned?

* Adopted by Rotary in 1943

District 7610

Service Above Self



Rotary District 7610 Strategic Plan 2014—2017

Dear District 7610 Rotarians,
Through a comprehensive series of meetings, the strategic planning team using input data gathered from questionnaires, focus groups, and face-to-face meetings has developed the following strategic plan. The strategic plan, together with links to the corresponding action plans may be found at www.rotary7610.org.

Sincerely,

District Governor 2014-15 Rich Storey
District Governor 2015-16 Janet Brown
District Governor 2016-17 George Tyson

Strategic Priority

Education and Development

GOAL: Ensure that all Rotarians attend and experience high quality and useful training responsive to club, district, and leadership needs.

Objective #1: Strengthen the recruitment/selection process to improve the identification of potential leaders with a commitment to serving.

Objective #2: Provide standardized, relevant and easily accessible training augmented by on-line options, which emphasizes Rotary purposes and culture, enhances the improvement of Rotary clubs and empowers district leaders to be committed to servicing

Objective #3: Improve participation by clubs in leadership training that includes emphasis on club board and district leadership skills.

Objective #4: Improve understanding of The Rotary Foundation and the grant process.

Objective #5: Develop and implement effective training that identifies the purpose and function of the district and its leaders.

Objective #6: Improve club attendance at Rotary Leadership Institutes.

Strategic Priorities

Membership

GOAL: Involve and educate all Rotarians in developing, maintaining, increasing, and understanding the importance of engaged membership.

Objective #1: Attract and recruit a diversity of membership.

Objective #2: Engage and retain current members.

Objective #3: Investigate non-traditional membership forums.

Objective #4: Create a membership task force team.

Engagement and Connectivity

GOAL: Orient district activities to strengthen club knowledge of, and engagement in further supporting, the objectives of Rotary International and The Rotary Foundation.

Objective #1: Focus all Rotary training in connecting the “why” aspects of Rotary and its Foundation with specific club objectives.

Objective #2: Expand club horizons beyond the traditional single club environment.

Objective #3: Configure district Rotary Foundation, membership, and public image programs to reward clubs for partnering with others.

Objective #4: Encourage positive competition among clubs at district activities.

Strategic Priority

Communications and Public Image

GOAL #1: Provide all Rotarians with tools to access, use, and share information important to successful club and district operations.

Objective #1: Ensure a complete and accurate district database.

Objective #2: Increase member use of the district database and Rotary Club Central.

GOAL #2: Encourage clubs to develop a strong Rotary image within their communities.

Objective #1: Increase public awareness of Rotary service by advertising and promoting Rotary.

Objective #2: Leverage the benefits of social media.

Objective #3: Promote the Rotary brand.

Objective #4: Encourage and promote attendance at Rotary International conventions.

