

**Five Year Strategic Plan
2017-2018 through 2022-2023**

GOAL

Evolve an enhanced and greater visibility of Rotary 5320 activities within the local communities, leading to strengthening and growth of clubs and their membership; encouraging likeminded people to get involved in helping others.

OBJECTIVES:

1) Support and Strengthen Clubs (Membership)

- Encourage established clubs to utilize the COL changes to establish satellite groups and accept alternative meeting times and simplified meeting protocols;
- Encourage at least 5 clubs to join in the Zone led consistency program for the next three years.
- Establish new clubs to enhance service to existing and new potential members;
 - Consider specialty interests such as ecology or peace clubs;
 - Increase total District membership by a net of 50 new members annually;

2) Support and strengthen District Leadership through evolution of training programs;

- Broaden concept of leadership to include business and community service;
- Increase Youth Exchange to at least 2 outgoing and two incoming foreign exchange students annually;
- Re-energize mentorship programs within clubs;

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3) Enhance Public Image and Awareness

- Encourage clubs to update (standardized) websites more frequently (link to club recognition);
- Encourage increased Facebook presence as well as Tweets and other options;
 - Encourage intra-club cooperation (Leadership Forum);
 - Utilize new Rotary branding more effectively (example);
 - Train members in social communication to drive opinion-making and awareness of Rotary;
 - Make the Rotary story simpler, clearer and more exciting to encourage interest from our target markets;

4) Focus and Increase Humanitarian Service

- Enhance DDF and Global Grant training to aid clubs increase the value of potential projects (modified for immediate past DDF & GG training);
- Utilize the substantial amount of video and other materials available to stimulate increased awareness of the diversity of projects locally and globally which Rotary TRF is involved in;
- Implement Leadership forums to facilitate and encourage clubs collaborating on project opportunities locally and globally;

Tactics include:

- Develop a District Ambassadors program to communicate with companies and non-profits (Can we get membership of ONEOC?)
- Encourage increased membership of the PHS;