

Rotary



BE THE INSPIRATION

# Rotary 101

Rotary International  
District 5340



# My Rotary Club

Over 1.2 Million Rotarians in over  
35,000 Clubs

My District among over 500 Districts

My Zone of 34 Zones

Rotary International - The  
Secretariat

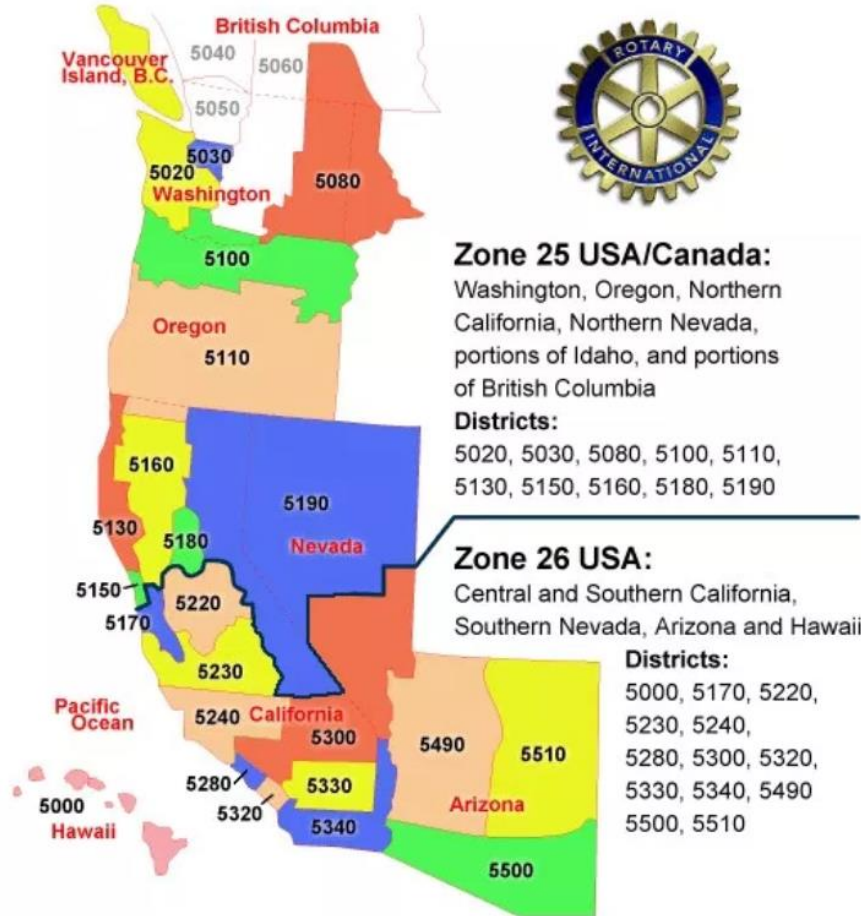
Rotary



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# Rotary International - Zones 25 & 26

Far West North America

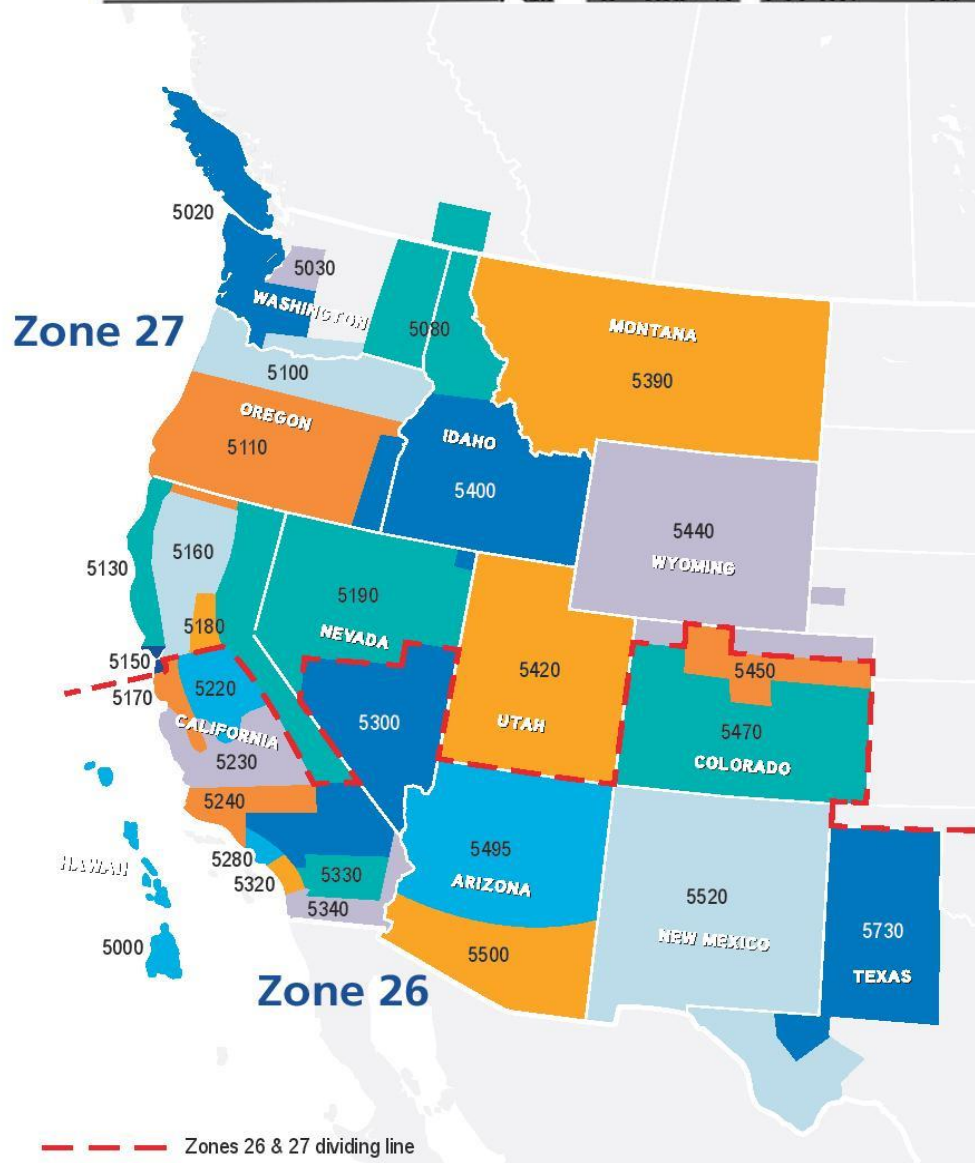


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--- Zones 26 & 27 dividing line

District 5340

New Zone  
Map as of  
July 1, 2019  
2 Countries  
14 States  
30 Districts



The 19-member RI Board of Directors, which includes the RI president and president-elect, meets quarterly to establish policies.

Traditionally, the RI president, who is elected annually, develops a theme and emphasis for the year.

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## Our International Strategic Priorities & Goals



“Together, we see a world where people unite and take action to create lasting change—across the globe, in our communities, and in ourselves.”

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District 5340



## **Rotary's vision statement:**

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.





# **Rotary International's Strategic Planning Priorities and Objectives**

**July 1, 2018 – June 30, 2023**

To achieve the vision of Rotary International and The Rotary Foundation, four priorities have been set that will direct our work over the next five years.



## **Priority 1: Increase our impact**

Rotary strives to change the lives of others for the better. Our members invest volunteer and financial resources in a broad range of service activities, but we will do a better job of measuring the results and outcomes of our work. So that Rotary can continue to attract members, partners, and donors, we'll focus our programs and produce evidence of lasting impact.

### **Objectives:**

- Eradicate polio and leverage the legacy
  - Focus our programs and offerings
- Improve our ability to achieve and measure impact



## **Priority 2: Expand our reach**

People are seeking ways to make a difference in the world and connect with others. How do we help them find what they're looking for in Rotary? By creating unique opportunities for more people and organizations to get involved.

Clubs will always be important. But to extend our global reach, we'll expand our current structure with innovative models that welcome more participants into Rotary and give them meaningful ways to unite and take action.

### **Objectives**

- Grow and diversify our membership and participation
  - Create new channels into Rotary
  - Increase Rotary's openness and appeal
  - Build awareness of our impact and brand



## **Priority 3: Enhance participant engagement**

Because we recognize the challenges our clubs face in today's changing world, Rotary will support our clubs' efforts to deliver an experience that engages and retains members.

When we help clubs focus on the experience and value they give their members, we give Rotarians and other participants the opportunity to serve together, connect with one another, and have a more satisfying experience with Rotary.

### **Objectives:**

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training



## **Priority 4: Increase our ability to adapt**

To achieve our vision and keep pace with changing global trends, our structure and culture must evolve. We'll ensure that our operating and governance structures are efficient, flexible, and effective in delivering services to all of our participants.

### **Objectives:**

- Build a culture of research, innovation, and willingness to take risks
  - Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making



## **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.

**DIVERSITY**

We connect diverse perspectives.

**VOCATIONAL EXPERTISE, SERVICE, AND LEADERSHIP**

We apply our leadership and expertise to solve social issues.