

STRATEGIC PLAN

Updated September 2009

MISSION

(a broad statement of the unique purpose for which the organization exists and the specific function it performs)

Provide the support and leadership necessary for successful Rotary organizations.

PARAMETERS

(pronouncements that establish the values within which the organization will accomplish its mission)

Nothing will be contrary to current Rotary International "RI Manual of Procedure", District resolutions and the 4-way test.

Nothing will usurp the autonomy of individual Rotary clubs.

BELIEFS

(a statement of the organization's fundamental convictions, its values, its character)

We believe that...

- The human condition can be continually improved;
- Each person has unique value;
- Each person can contribute;
- There is unique, added value and satisfaction when people work together;
- There is intrinsic value in service and fellowship.

STRATEGIES

(the broadly stated means of deploying resources to achieve the organization's objective)

We will...

- Develop the structure and capability to capture and maintain the essence of district records.
- Identify, empower, support, educate and motivate organizational leaders to effectively and efficiently fulfill their responsibilities
- Educate Rotary organization members about available resources.
- Identify and share membership recruitment, orientation, retention and transition strategies.
- Promote financial support for and the benefits of The Rotary Foundation.
- Communicate ways to enhance Rotary's public image.
- Improve internal District Communications
- Provide the leadership, finances and structure to develop and sustain a premier New Generations program.