

# D5030: Three Year Strategic Imperatives (2025-2026) – *Unite for Good*

<b>VISION</b>	Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.							
<b>MISSION</b>	Elevate our district’s value by: (1) Accelerating our growth, (2) Expanding our reach, and (3) Evolving our core capabilities							
<b>CORE VALUES</b>	<p><b>Service</b> - We believe that our service activities and programs bring about greater world understanding and peace   <b>Fellowship</b> - We believe that individual efforts focus on individual needs, but combined efforts serve humanity   <b>Diversity</b> - We believe the ideal of service unifies all people internationally and different backgrounds strengthen Rotary   <b>Integrity</b> - We are committed to and expect accountability from our leaders and fellow members   <b>Leadership</b> - We are a global fellowship of individuals who are leaders in their fields of endeavor  </p>							
<b>STRATEGIC IMPERATIVES</b>	<b>INCREASE OUR IMPACT</b>	<b>EXPAND OUR REACH</b>	<b>ENHANCE PARTICIPANT ENGAGEMENT</b>	<b>INCREASE OUR ABILITY TO ADAPT</b>				
<b>CAPABILITIES</b>	Public Image (district/clubs), AGs, District Trainer, District Conference, Membership, and Rotaract	Club Membership, Club Presidents, District Vocational Services, Members, District Committees, and New Club Development	Membership, RISE Program Coordinator, Vocational Services, Volunteer Coordinator, and District Services	DG/Conference team, District Technology, District Visioning, Hybrid Events, Membership, and Innovation				
<b>TACTICS</b>	<ul style="list-style-type: none"> <li>Develop outreach plans for diverse communities.</li> <li>Promote club success stories through social &amp; business media.</li> <li>Facilitate inter-club projects and socials.</li> <li>PR/PI training &amp; World Cup tie-in campaign.</li> <li>15% of members attend District Conference.</li> <li>Grow 3 net new clubs.</li> <li>Rotaract mentorship pipeline.</li> </ul>	<ul style="list-style-type: none"> <li>Recruit-focused member engagement programs.</li> <li>Assign separate leads for recruitment and retention.</li> <li>Target tech, service industries (Amazon, MS, etc.).</li> <li>Share personal Rotary journey stories.</li> <li>Leverage Light Rail hubs for club opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>District Membership Chair visits to clubs.</li> <li>Launch RISE servant leadership training annually.</li> <li>Expand vocational outreach (tech hubs, employer/YP clubs).</li> <li>Leverage volunteer program to raise Rotary profile.</li> <li>Promote TRF, PolioPlus, EPIC Day service.</li> </ul>	<ul style="list-style-type: none"> <li>Host both a District Conference and a Learning Symposium.</li> <li>Use tech to streamline event logistics.</li> <li>Promote Visioning and 3-year planning in clubs.</li> <li>Scale hybrid participation for all events.</li> <li>Identify new avenues for club expansion.</li> </ul>				
<b>OPERATIONAL SUCCESS MEASURES</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 25%; vertical-align: top;"> <ul style="list-style-type: none"> <li>Outreach plans created and implemented in 100% of clubs</li> <li>3 stories per club per year shared on multiple platforms</li> <li>At least 1 inter-club event per AG area</li> <li>Training completed by 90% of club reps; campaign launched</li> <li>Track registrations against total membership</li> <li>3 new clubs chartered by June 2026</li> <li>2 Rotaract-to-Rotary transitions per club</li> </ul> </td> <td style="width: 25%; vertical-align: top;"> <ul style="list-style-type: none"> <li>5% net growth in each club</li> <li>100% of clubs have 2-person membership teams</li> <li>Host 3 targeted outreach events</li> <li>One story per month featured on district channels</li> <li>Identify 3 new hub-based club opportunities</li> </ul> </td> <td style="width: 25%; vertical-align: top;"> <ul style="list-style-type: none"> <li>Visits to 100% of clubs by March 2026</li> <li>1 training session with 100+ participants</li> <li>2 new employer or YP club pilots</li> <li>Increase visibility at 3 major community/youth events</li> <li>80% club participation in TRF + EPIC Day</li> </ul> </td> <td style="width: 25%; vertical-align: top;"> <ul style="list-style-type: none"> <li>Two events executed; 200+ attendees at each</li> <li>30% reduction in manual event tasks</li> <li>75% of clubs complete a visioning session</li> <li>100% of events offer hybrid option</li> <li>3 exploratory projects initiated</li> </ul> </td> </tr> </table>				<ul style="list-style-type: none"> <li>Outreach plans created and implemented in 100% of clubs</li> <li>3 stories per club per year shared on multiple platforms</li> <li>At least 1 inter-club event per AG area</li> <li>Training completed by 90% of club reps; campaign launched</li> <li>Track registrations against total membership</li> <li>3 new clubs chartered by June 2026</li> <li>2 Rotaract-to-Rotary transitions per club</li> </ul>	<ul style="list-style-type: none"> <li>5% net growth in each club</li> <li>100% of clubs have 2-person membership teams</li> <li>Host 3 targeted outreach events</li> <li>One story per month featured on district channels</li> <li>Identify 3 new hub-based club opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Visits to 100% of clubs by March 2026</li> <li>1 training session with 100+ participants</li> <li>2 new employer or YP club pilots</li> <li>Increase visibility at 3 major community/youth events</li> <li>80% club participation in TRF + EPIC Day</li> </ul>	<ul style="list-style-type: none"> <li>Two events executed; 200+ attendees at each</li> <li>30% reduction in manual event tasks</li> <li>75% of clubs complete a visioning session</li> <li>100% of events offer hybrid option</li> <li>3 exploratory projects initiated</li> </ul>
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