

Mission: Ideal of service to Community as basis of worthy enterprise, fellowship. To promote high ethical standards, dignify all occupations, and the advancement of international understanding, goodwill, and peace.

Vision: **TOGETHER** we see a world where **PEOPLE** unite and take action to **CREATE** lasting **CHANGE** across the globe, in our communities and in ourselves.

DISTRICT 5370 ACTION PLAN

**INCREASE OUR
IMPACT**

- Engage clubs to assess the "impact" of their work – templates.
- Encourage multi-club collaboration.
- Ensure knowledge and understanding of TRF processes.
- Educate clubs on GG and DDF processes.
- Educate clubs on the District Charitable Foundation.
- Host a Polio+ fundraising event.
- Include TRF – AF & PP section in District Conferences.
- Continue focus on TRF giving: 65% (2025) to 68% (2026) to 70% (2027).
- Increase Polio Plus Society Membership: 175 (2025) to 200 (2026) to 225 (2027).

**EXPAND OUR
REACH**

- Ensure District training events are accessible – location, cost, online.
- Support Committee Chairs to attend Zone summits – Action Zone, Peace, YEX – NAYEN, EEMA, DEI.
- Continue "Leadership Handbook" development.
- Continue development of District Leadership roles – Fireside sessions.
- Focus on "Why I joined Rotary" in club DG visits.
- Host "Bear Pit" club project sharing at District Conference – "Impact Success and Learnings."
- Develop "Entrance Survey" for club use – initial & regular.

**ENHANCE
PARTICIPANT
ENGAGEMENT**

- Membership growth: 1550 (2025) to 1600 (2026) to 1650 (2027).
- Charter 4 new Rotary or Rotaract clubs.
- Celebrate DEI to inspire clubs to greater inclusivity & belonging.
- Membership focus of Fall Assembly – "One Rotary & Vibrant club" models.
- Host "Interested in Rotary" & "Rotary New Member" Firesides.
- Highlight new club models.
- Develop multi-faceted Public Image (PI) and communication plans to support District and club programs.
- Encourage clubs to support / fund member District Conference registration.

**INCREASE OUR
ABILITY TO
ADAPT**

- Encourage club flexibility on meeting time, venue, frequency, modality.
- Tailor DG visits to meet clubs "where they are at". Make visits about the clubs, not the DG.
- Role model meeting best practices at District board & committees level.
- Encourage – role model "Asks" vs. "Tell" as clubs continue to evolve their character – processes and practices.
- Increase the number of Clubs using the Accessibility Tool: 10 (2025) to 15 (2026) to 20 (2027).