

2023-24 ANNUAL GOALS

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.

GOALS FOR PRIORITY 1 — INCREASE OUR IMPACT

1. Eradicate polio and highlight Rotary's role.
2. Increase the overall number of clubs and individual Rotary members giving to The Rotary Foundation whilst increasing contributions to the Annual Fund and PolioPlus, and building the Endowment Fund to \$2.025 billion by 2025.
3. Enable and measure effective club, district, and international programs and projects particularly in Rotary's areas of focus.

GOALS FOR PRIORITY 2 — EXPAND OUR REACH

1. Strengthen existing and develop new partnerships to elevate Rotary's global profile.
2. Establish and nurture new, innovative clubs and participant engagement channels.
3. Raise awareness and understanding of Rotary and Rotary members as people of action.

GOALS FOR PRIORITY 3 — ENHANCE PARTICIPANT ENGAGEMENT

1. Enhance member engagement tools that support Rotary's core values through personal growth, leadership development, service, and networking opportunities.
2. Reduce the number of new members leaving within their first year of membership.
3. Increase collaboration among participants particularly Rotary and Rotaract clubs.
4. Further Rotary's commitment to diversity, equity, and inclusion within our clubs, our leadership, and throughout the family of Rotary.

GOALS FOR PRIORITY 4 — INCREASE OUR ABILITY TO ADAPT

1. Review Rotary's programs and offerings to ensure their relevance and effectiveness.
2. Support and encourage the use of virtual connectivity to optimize in-person meetings, training, fundraising, and service projects.
3. Continue to review Rotary's service delivery and volunteer leadership structure to improve effectiveness, responsibility, and accountability.