

# Rotary Club to End Human Trafficking

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## 2021-2024 Strategic Plan



# Mission

The mission of the Rotary Club to End Human Trafficking – an international network of Rotarians – is to ***end the humanitarian crisis*** of human trafficking by ***engaging partners and local communities*** across the world.



# We believe...

- Ending Human Trafficking will require a well-organized approach against a well-organized infrastructure of traffickers.
- Human Trafficking is preventable through education, legislation, and advocacy.
- Rotary is uniquely positioned to end human trafficking through its ability to pull organizations together for a common humanitarian cause.
- Effectively engaging local communities is essential to ending human trafficking.
- Partnering with other organizations increases our capacity to impact change and end human trafficking.



# Our strategic priorities through 2025:

1. We will identify and support educational and prevention programs and projects to be replicated at the local level.
2. We will develop key strategic partnerships to facilitate implementation of programs at a local level.  
(e.g. education: elementary, high school, packaged programs, resources)
3. We will build organizational capacity through membership growth and infrastructure to implement club initiatives at the local level.



# Objectives

1. We will engage minimum of 5 additional Rotary Clubs or Rotary Districts each year as partners in local implementation.
2. We will consistently grow our membership and capacity by 24 new members each year.
3. We will retain 90% of members annually.
4. We will offer only high-quality and credible programs and projects.
5. We will add at least 1 key strategic partnership each year.
6. We will expand the capacity of the website as a premier resource for Ending Human Trafficking, reflective of the international reach and local impact of our club membership and our partners.

# Committees

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- Meeting Programs - Monthly speakers & programs
- Membership -
- Partnerships & Projects
- Fundraising
- Communications (including internal website)
- Ending Human Trafficking Resources (vetting) and external website maintenance
  - Define scope of resources
  - Define process for vetting resources
  - Maintain external website