

Diversity Equity and Inclusion Committee

**Doing old things in new ways and
Doing new things in new ways**

[How do we innovate at Rotary?](#)

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Innovation and flexibility. Those are two words you hear a lot today when we think about any organization adapting to a rapidly changing environment. But what do those two words mean for Rotary? In short, they will define Rotary's future, because they are fundamental pillars of our strategic plan for enhanced impact, reach, engagement and adaptability. If we are really serious about growing Rotary and attracting new members from all demographics, we must innovate.

[Rotary Club flexibility FAQ](#)

Many of the traditional rules and requirements that Rotary clubs have had historically, such as weekly meetings, attendance requirements, morning or lunch meetings, traditional classifications, and high costs, have limited who is able or willing to join. When we join together different perspectives and backgrounds, professions and areas of expertise, talents and resources, we can see challenges in new ways and identify creative solutions.

Any Rotary club wishing to try a new approach can do so by amending its bylaws as permitted by the Standard Rotary Club Constitution. But clubs can also continue to follow their current requirements for meetings, attendance, structure, and categories of membership. Have a conversation with your club members to determine whether flexible options can help to address your club's membership needs.

[Group Dynamic: Meet the Rotarians who are finding fresh ways to connect](#)

Learn more about the projects that Rotarians and Rotaractors are bringing to life in their communities. Rotarians are doers. As Rotary's vision statement proclaims, they want to live in "a world where people unite and take action to create lasting change." That's why they joined Rotary, and that's why they stay. They want to be engaged. So how can your club ensure it is providing sustained engagement for its members?

[ROTARY'S ACTION PLAN](#)

Rotary's Action Plan builds on our past successes and sets our future direction to ensure that we continue to grow, unite people, and make a lasting impact. We encourage all members to review the Action Plan, think about your own club and district goals, and find meaningful ways to align those goals with our plan. Have open and ongoing discussions in your club and throughout your district about the new priorities and objectives, then use those talks to shape your own strategies. For each of the four priorities that will direct our work, we've listed ways you can put that goal into practice. Think about how you can bring Rotary's Action Plan to life

[Easy, fun ways to keep a new club going](#)

[What every Rotary club should know about running Virtual/In-Person meetings](#)

[Top 50 Ways To Attract New Members](#)

[Ideas for Action - Things your Rotary Club can do ...](#)

[Starting a new Rotary club](#)

Rotary clubs have been finding new ways to meet with members. Some clubs have started meeting online, less frequently, or using a different format¹. Rotary International suggests that clubs can explore new cultures and discover diverse perspectives by participating in a Friendship Exchange, a self-funded international exchange opportunity for Rotary members and their families.