

The Challenge to Grow Rotary

"It is time to act on what we know to **Grow Rotary**: creating new membership models, opening new paths to Rotary membership, and building new Rotary and Rotaract clubs where the existing clubs do not meet an existing need."

- 2019 – 2020 Rotary International President, Mark Maloney

"I will be proud to continue President Mark Maloney's strong commitment to growing Rotary. Instead of focusing on numbers, I want you to think about how we can grow Rotary organically and sustainably. Rotary is not just a club that you join, It is an invitation to endless opportunities. The new Action Plan is all about growing Rotary and helping us adapt to the digital age. The time is now to take this Action Plan and run with it."

- 2020 – 2021 Rotary International President, Holger Knaack

TOGETHER, WE

GROW



Grow The Rotary Foundation:

Our Foundation is the backbone of our efforts to make the world a better place. Rotarians create solutions that last; educating the world's children, ensuring equitable access to water and sanitation, helping local economies grow sustainably, and so much more.

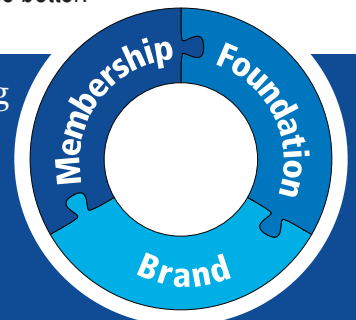
Grow Membership:

Rotary membership is the way we build connections and opportunities with people who share our mission to do good in the world. We know our capacity to make a difference is larger when more people unite with us.

Grow Brand:

Rotary has earned global recognition for its leadership in making the world better. Use Rotary brand tools to invite your community members to join Rotary's efforts to build a better world. Our stories give hope that the world can change for the better.

Each piece of the puzzle supports the other to Grow Rotary. Rotary's branding tools help to promote the importance of our work as Rotarians and that of our Foundation, while engaged members naturally attract others to join us. Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities and in ourselves.



Organize and Take Action:

- Build a strong and proactive membership committee;
- Empower your members to understand the urgency to Grow Rotary;
- Provide support and tools to the committee;
- Engage your club members to define where new membership can come from within your community;
- Develop new ideas for growing Rotary through new club and membership models, as well as engaging members in Foundation funded service projects; and,
- Challenge district and club leaders to take action now to Grow Rotary.