

The 2021–22 annual goals for Rotary International and The Rotary Foundation are:

GOALS FOR PRIORITY 1 – INCREASE OUR IMPACT

1. Eradicate polio and highlight Rotary's role.
2. Increase contributions to the Annual Fund and PolioPlus while building the Endowment Fund to \$2.025 billion by 2025.
3. Improve and effectively communicate the measurable impact of:
 - a. Service projects by clubs;
 - b. District grants, global grants, programs of scale, PolioPlus and the Rotary Peace Centers.
4. Build new partnerships, including opportunities with government agencies, to enhance the global foot print of humanitarian projects.
5. Focus our program efforts to increase our impact.

GOALS FOR PRIORITY 2 – EXPAND OUR REACH

6. Grow Rotary membership to 1.3 million by:
 - a. Emphasizing "Each One, Bring One" as the call to action for attracting new and more diverse members into our existing clubs;
 - b. Increasing and diversifying participant base by starting new and innovative clubs and participant engagement channels.
 - c. Increasing the coordination and accountability of the directors, regional leaders and district membership chairs.
7. Strengthen Rotary's brand and image including increased focus on social media.

GOALS FOR PRIORITY 3 – ENHANCE PARTICIPANT ENGAGEMENT

8. Enhance engagement with an emphasis on leveraging technology among Interact, Rotaract and Rotary club members and other Rotary participants.
9. Increase collaboration between all participants, in particular between Rotary clubs and Rotaract clubs.
10. Use our core values as a focus for engagement.
11. Enhance engagement through business networking opportunities amongst Rotary participants.

GOALS FOR PRIORITY 4 – INCREASE OUR ABILITY TO ADAPT

12. Support and encourage the use of virtual connectivity to optimize in-person meetings, trainings, fundraising and service projects.
13. Review our volunteer leadership structure and improve responsibility and accountability.
14. Support regionalization of governance and service delivery.