

FAQ: Rotary's New 3-Year Rolling Goal Strategy

Introduction

Rotary International is excited to introduce a refined approach to club goal setting. Beginning January 2025 for the 2025-26 Rotary year, Rotary clubs will transition to a 3-year rolling goal strategy. This means each year, your club's leadership team will review and update future goals, ensuring alignment with ongoing priorities while maintaining momentum. This strategy emphasizes 6 priority goals, that are fundamental to the health and success of the club. When Rotary clubs are successful, Rotary as a whole is successful.

Who benefits from this new goal strategy?

Your club does! Rotary has found that clubs focusing on specific priority areas experience higher member engagement, stronger connections, and greater satisfaction. In short, clubs that set well thought out achievable goals and act intentionally to realize those goals, achieve more with less time, energy, and effort. Simplifying the process is designed to help your club thrive.

Is this a completely new system?

No, this is a refinement of the current system. The goal is to provide more clarity and ease for clubs, ensuring that goals are achievable and impactful. This is a bottom-up initiative. Club leadership sets each priority goal. The goals set by the clubs collectively are the goals of the District and Zone. The District and the Zone prepare a Plan that details the tools and support available to the clubs to prepare and realize their stated goals.

Why are the goals now set for three years?

Even though Rotary leadership changes annually, meaningful progress often takes longer than a single year. The 3-year rolling goal strategy allows successive leaders to collaborate on shared objectives, ensuring continuity and stronger outcomes for your club. Each year, the leadership team will review and modify upcoming goals, adapting to the club's evolving needs.

What if our club doesn't have a President-Elect or President-Nominee yet?

That's okay! The three-year goals are meant to be developed by your club's leadership team, whatever that looks like for your club, with input from members. While it's ideal to identify future leaders early, the absence of a President-Elect or President-Nominee shouldn't stop your club from setting and pursuing goals.

When does this begin?

The 3-year rolling goals strategy begins January 2025 for 2025-26, 2026-27 and 2027-28. Rotary years. You can start entering future goals in Rotary Club Central now. There's no need to adjust current 2024-25 goals already in place.

Why are three of the six priority goals related to The Rotary Foundation?

The Rotary Foundation is at the heart of all we do as Rotarians, providing the resources that allow us to make a lasting impact worldwide. The 3-year rolling goals ensure continued focus on the Foundation's key priorities, which are essential for club success and engagement:

Polio Eradication: We made a promise to the world to end this dreaded disease, and sustained efforts are critical to fulfilling that commitment.

Annual Fund: This fund drives our impactful work, supporting District Grants, Global Grants - The World Fund, Peace Centers, and many other life-changing initiatives.

Endowment Fund: By building a sustainable legacy, we ensure that future generations of Rotarians have the resources to carry on our great work long after we are gone.

The 3-year rolling goals allow clubs to plan, adapt, and build momentum in these critical areas, ensuring steady progress toward our shared mission and long-term success.

Who can enter future-year goals in Rotary Club Central?

Current officers: can edit three Rotary years: 24-25, 25-26, 26-27.

Incoming officers (current presidents-elect, for example): If their data is entered into the Rotary.org database and they go into Rotary Club Central today, they can edit for 25-26 and 26-27. Goals for 27-28 are not available to set yet, but as of 1 July 2025 those officers will have the ability to set for that third year.

District officers: As of today, current district officers can edit their clubs' goals for 24-25, 25-26 and 26-27. Incoming district officers can edit for 25-26 and 26-27.

Club Officers able to adjust goals are club president, secretary, treasurer, vice president, executive secretary/director, Foundation chair, membership chair, public image chair, service projects chair, or club learning facilitator.

Be sure to coordinate with your leadership team to keep everything up to date!

Will this make things harder for my club?

Not at all. This strategy is designed to simplify the goal-setting process and make it more meaningful. By focusing on the priority goals the club is allowed to address the activities and actions foundational to a strong healthy club. Have additional questions or concerns?

Reach out to your District's Action Plan Champion, Assistant Governor, or District Governor Team for support. We're here to help your club succeed and make the most of this refined goal-setting approach. Together, we can continue to serve and make a lasting impact!