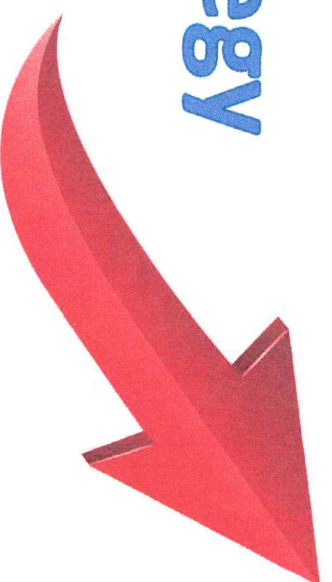


Strategy



Action

If Rotary is to realize
its proper destiny, it
must be evolutionary
at all times, revolutionary on
occasion.

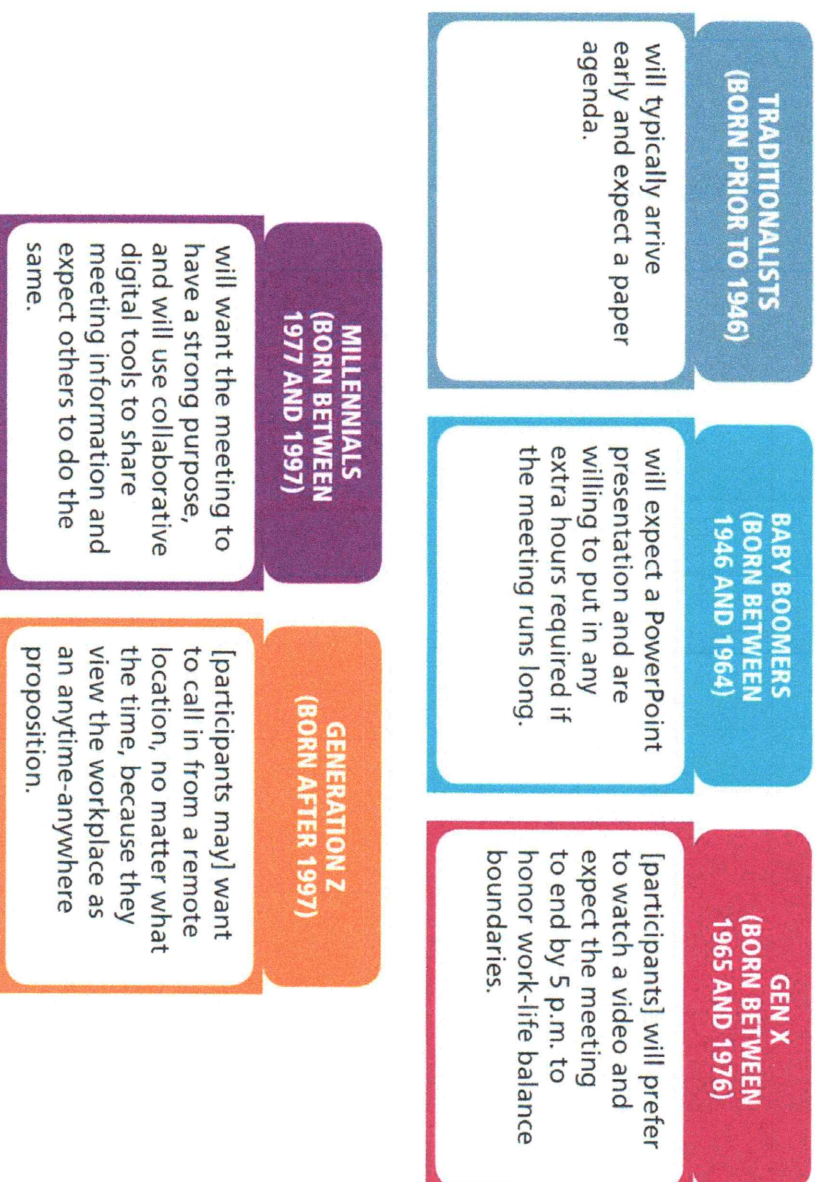
Paul Harris



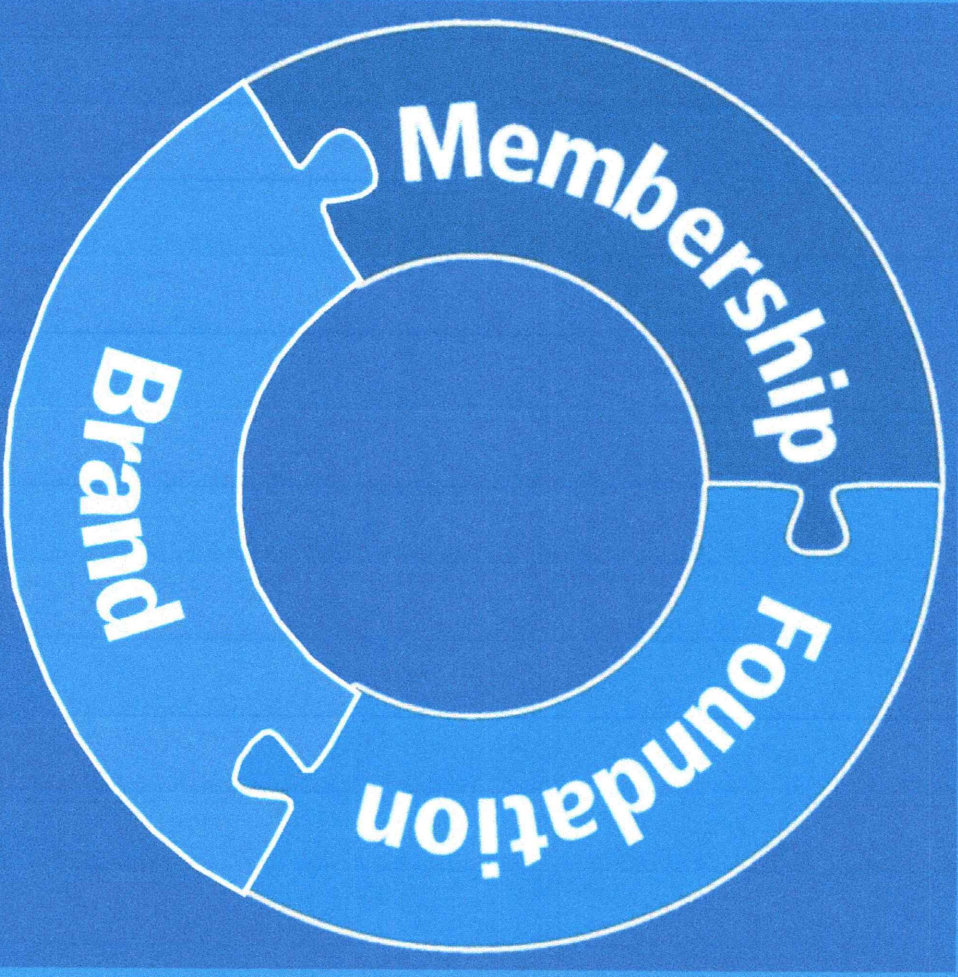


TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

COMMUNICATING ACROSS GENERATIONS



The Essential Elements





Collaboration leads to final product



Prepare to share your ideas



Safe place to test concepts



Eliminate any preconceptions



Agree to implement in your own club.

HOW TO TALK ABOUT OUR ACTION PLAN

Like the People of Action who inspired it, Rotary's plan for the future is bold.

This glossary will help all of us at Rotary speak about our goals with one voice and one vocabulary so we can move forward and act as one.

VISION

"Together, we see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves."

ACTION PLAN

The name for our five-year strategic plan, including four strategic priorities and 14 objectives.

PARTICIPANTS

All Rotary members and other individuals who engage in Rotary activities.

STRATEGIC PRIORITIES

INCREASE OUR IMPACT

Define, measure, track, and capture data from service projects to measure our impact, improve project quality, and create lasting change.

EXPAND OUR REACH

Develop new models of engagement to attract diverse Rotary participants and unite them in taking action.

ENHANCE PARTICIPANT ENGAGEMENT

Create new ways to inspire participants and provide valuable experiences that make them want to stay.

INCREASE OUR ABILITY TO ADAPT

Make Rotary's operating and governance structures more efficient, representative, flexible, and effective.

OBJECTIVES

The specific things we want the *Action Plan* to accomplish.

INITIATIVES

The actionable steps to achieve each objective. The Secretariat, with oversight from the Strategic Planning Committee, is responsible for accomplishing them.

INPUTS

The resources invested in a program.
Example: The materials used in a literacy program.

OUTPUTS

The immediate results of a program.
Example: The number of people who complete a literacy program.

OUTCOMES

The short-term or intermediate results of a program.
Example: The number of people who gain reading proficiency in a literacy program.

IMPACT

The long-term effects or end results of a program.
Example: The changes in education outcomes for the community.

Be part of the plan:
myrotary.org/strategicplan

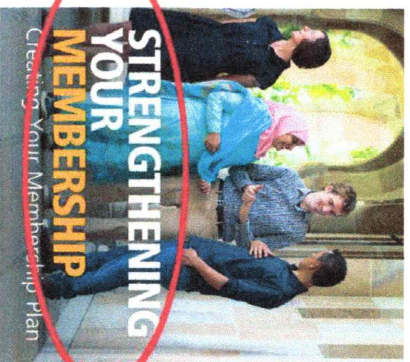


ADDITIONAL RESOURCES

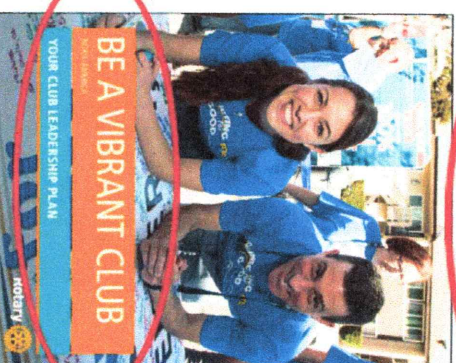
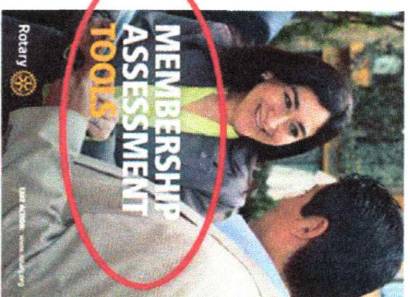
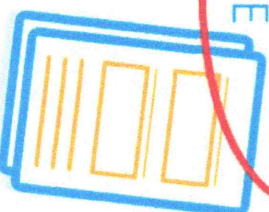
ROTARY CLUB HEALTH CHECK



Download the Rotary Club Health Check tool to assess your club's health. The tool is available in English and Spanish. It is a self-assessment tool that helps you identify areas of strength and areas for improvement. It is a free tool that can be used by any Rotary club.



STRATEGIC PLANNING GUIDE



MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on www.rotary.org by clicking on the hyperlink, or ordered on shop.rotary.org with the SKT number 1-2-3-4-5-6-7-8-9-0. If you experience any trouble when placing your order, please email membership@rotary.org or shop@rotary.org.

Publications	Name	Description	Audience	Available
Strengthening Your Membership: Creating a Vibrant Membership Plan	Strengthening Your Membership: Creating a Vibrant Membership Plan	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to recruit and engage new members.	Club presidents, members, and new members	http://shop.rotary.org (SKT: 217)
New Rotary Clubs	New Rotary Clubs	This guide describes a nine-step process to create a new club from the initial idea to the first meeting and beyond.	District governors	TBD
New Member Orientation	New Member Orientation	This guide provides a comprehensive overview of the new member orientation program, from prospective member education to new member onboarding.	Club membership	http://shop.rotary.org (SKT: 218)
Be a Vibrant Club: A Practical Guide to Developing a Successful Membership Plan	Be a Vibrant Club: A Practical Guide to Developing a Successful Membership Plan	Rotary club leaders can help you to develop a membership plan that is tailored to your club's needs and goals. This guide provides a comprehensive overview of the process, from initial idea to the first meeting and beyond.	Club membership	http://shop.rotary.org (SKT: 219)
Connect for Good	Connect for Good	Connect for Good is a guide that shows how to get involved and connect with Rotary. It provides an updated overview on Rotary for all members.	Current members	http://shop.rotary.org (SKT: 295)
Membership Assessment Tools	Membership Assessment Tools	Learn how to create an effective membership plan with these new membership retention rating tools. Includes information on recruiting members, and organizing new clubs.	Current members	http://shop.rotary.org (SKT: 801)

REPORTS	Name	Description	Audience	Available
Five Year History of Member Start Figures	Five Year History of Member Start Figures	Shows membership numbers for a club by region over the five years specified in the report.	District and zone membership	Rotary Club Central
Membership Comparison to a Club	Membership Comparison to a Club	Shows how your club's membership compares to other clubs in your region. Includes information on membership trends and growth.	District and zone membership	Rotary Club Central