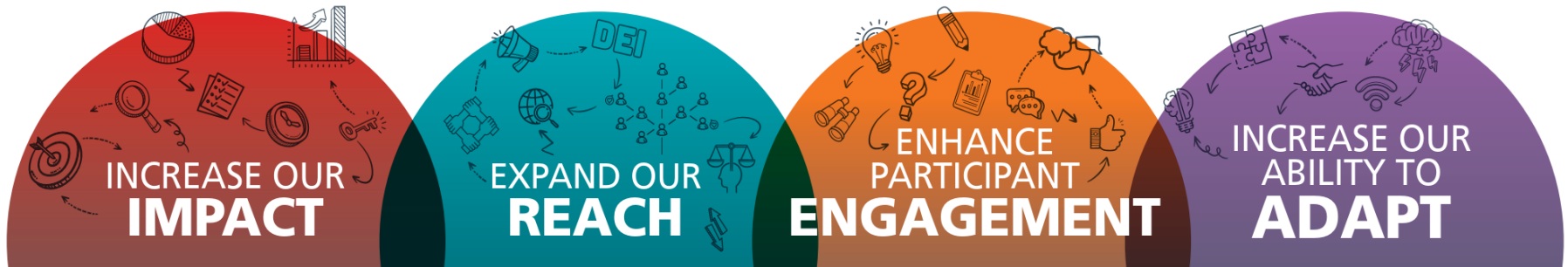


3 Year Top Priority Goals

	EXPAND OUR REACH	ENHANCE PARTICIPANT ENGAGEMENT	INCREASE OUR IMPACT	INCREASE OUR IMPACT	INCREASE OUR IMPACT	INCREASE OUR ABILITY TO ADAPT
Area	Membership	Club Service Activities	TRF Annual Fund	Polio Plus Fund	TRF Endowment	Develop Rolling Strategic Plan
Current Fall 2024	1701 (Neg 2.8% growth)	425 /20-25%	5.5% average growth per capita	Upward growth of 13.85% Average per capita \$60.36	Small growth	Need to develop a plan
2024-25 Goal	1800	500 / 27%	\$114 per capita	\$115,000	\$28,000	Develop 3 year plan
2025-26 Goal	1825	550 /30%	\$121 per capita	\$131,000	\$33,000	Assess goals and update
2026-27 Goal	1850	600 / 32%	\$128 per capita	\$150,000	\$38,000	Assess goals and update
TOOLS	<ul style="list-style-type: none"> Rotary Means Business Fellowship Membership Thermometer Promote Companion/Extension/Sat. clubs 	<ul style="list-style-type: none"> Promote Service Project Center online Better Training at PETS 	<ul style="list-style-type: none"> Work with every club to promote giving Increase membership numbers Educate clubs better about Foundation Increase EREY members 	<ul style="list-style-type: none"> Ask members to give at per-capita Use consistent messaging – delivered to what is effective for each club PolioPlus Society Major District Event 	<ul style="list-style-type: none"> Develop a major donor/endowment team Use reports to identify potential donors 	<ul style="list-style-type: none"> Create a strategic plan with leadership team District Board involvement Have committee chairs report to board Designate board member for each committee
TACTICS	<ul style="list-style-type: none"> Build Team Success Plan Member Satisfaction Survey Olympic Action Plan Toolkit 	<ul style="list-style-type: none"> Train clubs to enter projects Develop District-wide service projects Promote multi-club projects 	<ul style="list-style-type: none"> Eliminate “0” giving clubs Encourage use of Rotary Direct Promote better at conference 	<ul style="list-style-type: none"> Build a geographically dispersed team to promote Create District Wide event Club Communications/ Public Image 	<ul style="list-style-type: none"> Initiate face-to-face meetings Increase number of beneficiaries, major donors and bequest society members 	<ul style="list-style-type: none"> Involve District Leadership team, board of directors, and committee chairs
MOTIVATE	<ul style="list-style-type: none"> Membership Olympics Set Achievable Goals Attend Monthly Zone Webinars 	<ul style="list-style-type: none"> Use Service Project Center to enter projects and participants Use Public Image to promote and recognize More training 	<ul style="list-style-type: none"> Record District conference and send out to clubs that didn't attend Use Public Image messaging 	<ul style="list-style-type: none"> Polio Plus promotion/Public Image Club visits to promote Encourage participation in events Promote better at District Conference 	<ul style="list-style-type: none"> Legacy Club promotion Use stores from members who have given Promote the “WHY” 	<ul style="list-style-type: none"> Set achievable goals Post the plan on website and provide opportunity for feedback Survey membership
MONITOR	<ul style="list-style-type: none"> Reports Monthly Scorecard 	<ul style="list-style-type: none"> Reporting from Service Project Center 	<ul style="list-style-type: none"> Reports Monthly Thermometer 	<ul style="list-style-type: none"> Reports Monthly Scorecard 	<ul style="list-style-type: none"> Reports 	<ul style="list-style-type: none"> Create and assess plan each year

Rotary International & Rotary Foundation 2024-2025 Annual Goals

THE FOUR PRIORITIES



<p><i>Let's build the practices, infrastructure, and capacity needed to define, measure, track, and analyze data from our service projects in a much more effective way.</i></p>	<p><i>Let's create new ways to bring people together to experience the power of Rotary, and prove we are an organization that's inclusive, engaging, compassionate, and ambitious on behalf of the world.</i></p>	<p><i>Let's use every encounter as an opportunity to show people what Rotary can do for them as individuals and as members of our communities.</i></p>	<p><i>Let's work to create a culture of research, innovation, and willingness to take risks in your club to better serve your community.</i></p>
<ul style="list-style-type: none"> • Eradicate polio and highlight Rotary's role. • Increase the overall number of clubs and individual Rotary members giving to The Rotary Foundation whilst increasing contributions to the Annual Fund and PolioPlus, and building the Endowment Fund to \$2.025 billion by 2025. • Enable and measure effective club, district, and international programs and projects particularly in Rotary's areas of focus. 	<ul style="list-style-type: none"> • Strengthen existing and develop new partnerships to elevate Rotary's global profile. • Establish and nurture new, innovative clubs and participant engagement channels. • Raise awareness and understanding of Rotary and Rotary members as people of action. 	<ul style="list-style-type: none"> • Enhance member engagement tools that support Rotary's core values through personal growth, leadership development, service, and networking opportunities. • Reduce the number of new members leaving within their first year of membership. • Increase collaboration among participants particularly Rotary and Rotaract clubs. • Further Rotary's commitment to diversity, equity, and inclusion within our clubs, our leadership, and throughout the family of Rotary. 	<ul style="list-style-type: none"> • Review Rotary's programs and offerings to ensure their relevance and effectiveness. • Support and encourage the use of virtual connectivity to optimize in-person meetings, training, fundraising, and service projects. • Continue to review Rotary's service delivery and volunteer leadership structure to improve effectiveness, responsibility, and accountability.

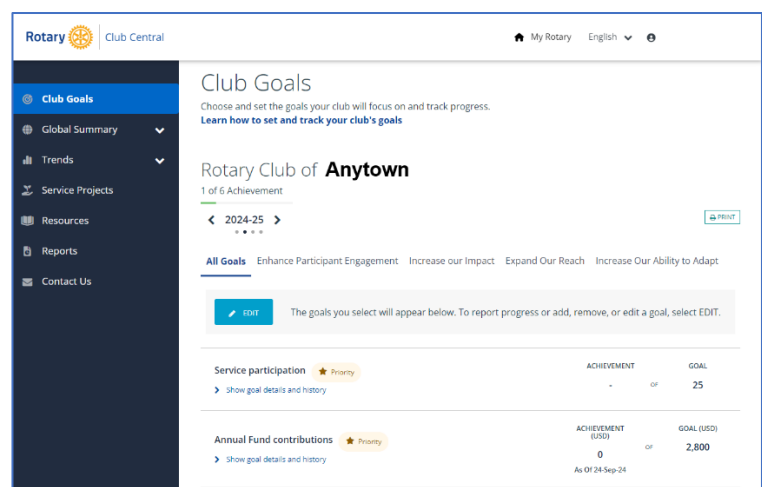
CRAFTING YOUR CLUB'S FUTURE BY SETTING GOALS

The most successful clubs plan for their future. When members decide together what they want to accomplish in one, two, and three years, they prepare for success by giving their club direction and giving members a shared purpose.

Before each Rotary year begins, incoming leaders should set club goals in Rotary Club Central, using the club's current situation as the baseline and its strategic plan as a guide for the next few years. You can now set goals for three years at a time. Future club leaders will be able to adjust the goals as needed, always planning three years ahead.

Working together as club leaders, review the 26 goals in Rotary Club Central and decide which ones best fit your club's needs and goals. If you set and achieve at least half of the goals in Rotary Club Central, your club will earn the Club Excellence Award for this Rotary year.

Rotary's Board of Directors has selected six top-priority goals that are particularly effective in strengthening a club and helping Rotary create lasting change. These goals are listed in Rotary Club Central and will count toward the Club Excellence Award when you achieve them. Consider these questions as you set the goals:



- **Strategic plan:** Does your club have an up-to-date strategic plan?
- **Club membership:** How many members does your club want to have by the end of the Rotary year?
- **Service participation:** How many members will participate in club service activities during the Rotary year?
- **Annual Fund contributions:** How much money will your club and its members give to The Rotary Foundation's Annual Fund during the Rotary year?
- **PolioPlus Fund contributions:** How much money will your club and its members give to the Foundation's PolioPlus Fund during the Rotary year?
- **Benefactors:** During the Rotary year, how many individuals or couples will inform the Foundation that their estate plans include the Endowment Fund as a beneficiary, or will make an outright gift of US\$1,000 or more to the Endowment Fund?

If you are a club president, secretary, treasurer, vice president, executive secretary/director, Foundation chair, membership chair, public image chair, service projects chair, or club learning facilitator, you have the ability to edit goals in Rotary Club Central. To ensure that all these leaders have access to Rotary Club Central, confirm that they have My Rotary accounts and that their roles have been reported to Rotary through My Rotary or your club management platform.

