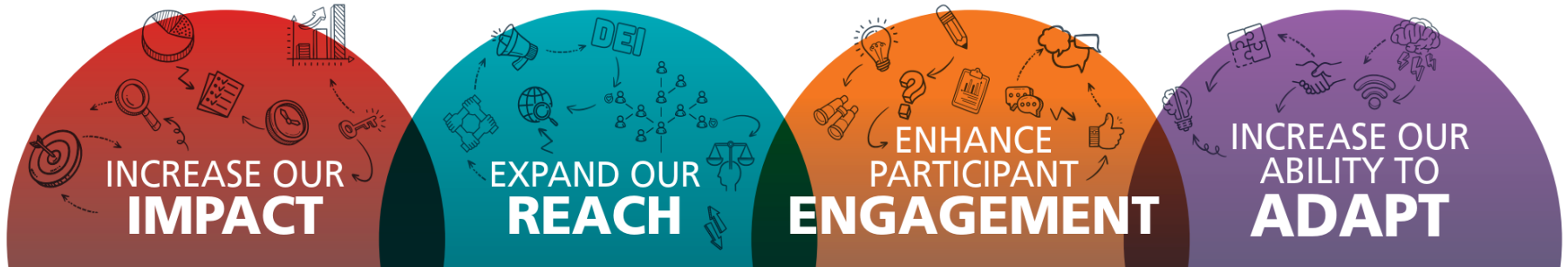


3 Year Top Priority Goals

	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/ Benefactors	Develop Rolling Strategic Plan
Actual July 1 2025	1604**	905	191,181 \$115.87 per capita	\$73,072	52,430	Plan in place
2025-26 Goal	1800 <i>*Club Goals: 1893</i>	950 <i>*Club Goals: 950</i>	\$117 per capita <i>* Club Goal: 172,870</i>	\$65,000 <i>* Club Goal:58,650</i>	\$28,000 <i>* Club Goal: 9 benefactors</i>	Assess goals and update
2026-27 Goal	1825	1045	\$121 per capita	\$67,000	\$33,000	Assess goals and update
2027-28 Goal	1850	1150	\$128 per capita	\$69,000	\$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 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"> 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"> 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 stories 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
Where to find	** 5 Year History of Membership Start Figures OR Club Membership Profile	* Goal History by District OR Service Activity by Club	Club Fundraising Analysis	PolioPlus Report	District Fundraising Analysis	

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.