

ROTARY'S STRATEGIC PRIORITY

INCREASE OUR IMPACT



GOALS

TRF GIVING: \$1M

- Annual Fund: \$620,000
- Endowment Fund: \$80,000
- Polio Plus: \$150,000
- Other funds (giving): \$150,000
- All giving clubs
- 100% Rotarians giving to TRF

GRANTS

Utilisation of:

- At least \$5m Global Grants
- At least \$2.5m non-Global Grant community service projects
- $\geq 85\%$ of clubs with at least 1 community service project
- $\geq 85\%$ of clubs continuing with ongoing projects under the 7 Rotary 's Areas of Focus
- At least 60% of clubs implementing joint service projects
- Mobilise a minimum of 20 international partners to support club global grants

CLUB QUALIFICATION:

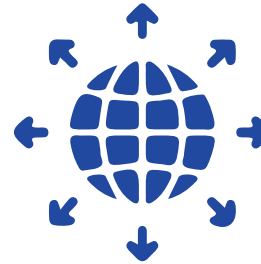
- At least 75% of Rotary clubs qualify and apply for GGs
- At least 20 Rotaract clubs qualify and at least 10 apply for GGs
- Each club with a minimum of 1 non-GG community service project
- All clubs incorporating road safety in their planned activities and service projects

CANCER RUN:

At least 80,000 registrations

ROTARY'S STRATEGIC PRIORITY

EXPAND OUR REACH



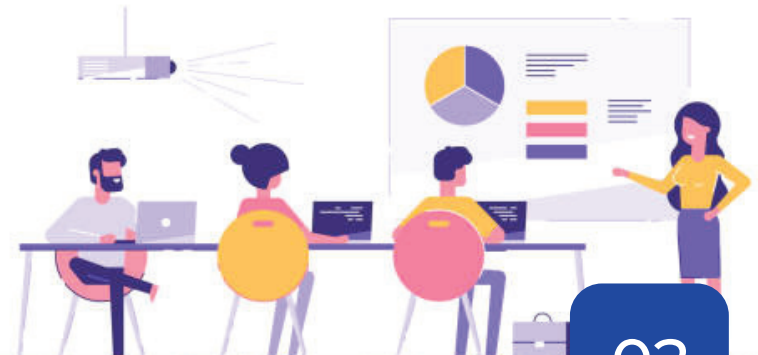
GOALS

MEMBERSHIP GROWTH:

- A net growth of 1,500 members (an average increase of 8 new members per club)
- $\geq 90\%$ -member retention
- At least 30 new Rotary clubs (bringing in a minimum of 450 new members)
- Continue with the choice and flexibility of club models to meet people where they are (satellite, passport, cause-based, e-clubs & institution-based clubs)
- Attract younger and diverse members beyond the traditional networks
- Establish Rotary Community Corps (RCCs) for all Global Grant Projects
- Net increase of 300 corporate members
- Induct at least 200 honorary members (non-Rotarians and Rotaractors)

ROTARACT:

- 15 new Rotaract clubs
- At least 100 Rotaractors transitioning into Rotary
- $\geq 90\%$ -member retention



INTERACT:

- 40 new Interact clubs
 - 100% retention of Interact clubs
 - 70%-member retention
 - RYLA participation: 450
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BOOST COMPLIANCE, VISIBILITY, CREDIBILITY OF ROTARY'S IMAGE AND BRAND:

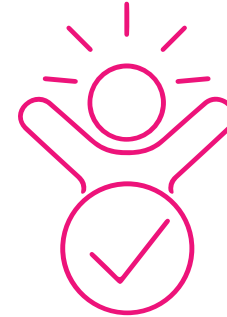
- 100% brand compliance
 - A minimum of 2 media features per month (TV/radio/print/credible online platforms)
 - Digital growth: Grow District social media following by +25–40%, and achieve ≥5% engagement rate
 - Publish ≥2 impact stories per club per quarter, with photos/consent
 - Establish a regional newsletter to increase visibility of clubs
 - Leverage and promote regional partnerships and co-brand with businesses (the partners will become Rotary's ambassadors)
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Rotary Reach Goal Statement: “Expand Rotary's reach by increasing visibility, modernizing engagement, strengthening partnerships, and making membership accessible to a broader, more diverse community.” – source: Rotary International Action Plan (2019–present)



ROTARY'S STRATEGIC PRIORITY

ENHANCE PARTICIPANT ENGAGEMENT



GOALS

SERVICE PARTICIPATION

- At least 85% of club members participating in service projects
- Each club to implement a community service project covering at least 2 areas of focus
- Encourage Rotary Alumni network engagements
- Promote programs for mentorship of leaders
- 450 youth mentorship series trainees per quarter linked to RYLA

TRF PARTICIPATION

- Conduct semi-annual regional Grants Learning Seminars for both Rotary and Rotaract
- Hold one Rotary open day during the Rotary year



MEMBER ENGAGEMENT

- Member participation in at least 2 new Rotary Fellowships with a minimum of 130 Rotarians participating in the Fellowships (a minimum of one person per club)
 - Member participation in at least 2 new Rotary Action Groups
 - 100% club Family of Rotary Officers trained
 - 100% club participation in Family of Rotary activities
 - At least 1 District family of Rotary Day
 - At least 85% clubs attending the 102 Discon
 - 100% Rotaractors representation on all District committees
 - 100% of Rotaract Clubs Professional Leadership Development (PLD) participation
 - 100% of clubs attending learning sessions about service projects storytelling, new innovation reporting, and district learning events
 - 1,200 delegates attending the 102 DISCON
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ROTARY'S STRATEGIC PRIORITY

INCREASE OUR ABILITY TO ADAPT

GOALS



- Each club to meet at least 80% statutory compliance, i.e. approved RI Governance Structures and The Companies Act
- At least 80% of clubs complying with the local legal framework requirements i.e. audited books of account, filing of returns, etc
- 100% of clubs with up-to-date strategic plans (at least 3 years)
- Conduct 2 semi-annual learning sessions on governance structures
- 100% of clubs compliant with the governance scorecard
- At least 95% clubs adopt digital tools and data (My Rotary, RCC, online grant management & social media storytelling to promote People of Action)
- At least 95% of members active on My Rotary and District Club Runner

