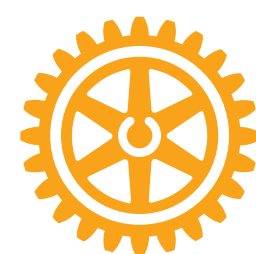


# The Rotary Action Plan



# The Rotary Action Plan



# *The* **ROTARY ACTION PLAN**



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

As we work together to build a stronger world, **Rotary's Action Plan** — **our strategic plan** — **is leading our organization to form more meaningful connections and make a more sustainable difference through service.** Using the plan's four priorities as a guide, we're fulfilling the vision of Rotary International and The Rotary Foundation: creating healthy clubs, providing engaging experiences for all, and uniting people to take action with us to create lasting change.



## INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

## EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new ways for participants to experience Rotary
- Increase club flexibility and appeal
- Build understanding of our impact and brand

## ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Improve understanding and support for individual participants
- Offer new opportunities for personal and professional connection
- Provide learning opportunities for leadership development and skill building

## INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Foster more diverse perspectives in decision making

# Increasing our Impact



# Action Plan Case Study

You're visiting a club whose membership has declined steadily over time from 50 members to 20. The leaders say the club is struggling with inconsistent attendance at meetings and low participation in service projects. Members say that the club repeats the same service projects every year even though the community's needs have changed and also that the club membership doesn't reflect the changing community demographics. Two members recently resigned because they lost interest in the club and struggled to balance Rotary with their work and home life. Offer guidance to:

# Action Plan Case Study

 **Increase the club's impact**

 **Enhance participant engagement**

 **Expand the club's reach**

 **Increase the club's ability to adapt**

# The Impact of our Actions

## BUILDING BLOCKS TO IMPACT

### INPUT

The funding, time, training, or other materials that we invest in a project.

### OUTPUT

The immediate results of activities that have taken place, such as the number of people trained or the amount of materials delivered.

### OUTCOME

The intermediate results of our actions, such as changes in attitude or behavior in the target population.

### IMPACT

The positive, long-term change resulting from our actions. These are measurable improvements that wouldn't have occurred otherwise.

# Measuring our Impact

We worked with the MEC to identify two schools in a region of highest need. The schools are in an area with a large population that's far from the city center, has rapidly growing immigrant populations, and has no central heating, water, or sewage connection. Household incomes are lower than the city average, and the number of children per household is higher. For most of these families, textbooks, uniforms, and school supplies come with an extra cost they cannot afford, and their children don't have access to the learning materials they need.

Because of the large number of new residents, local schools offer three shifts a day, all of which are over capacity. Classes have an average of 40-50 students, and there's a shortage of teaching staff. The schools usually spend less than 1% of the annual budget to maintain the school library, a storage room with just a few textbooks that are mostly locked away due to scarcity. Teachers at these schools often come from the local area and have had less access to strong educator preparation programs.

The MEC assessed the average language and mathematics aptitude of students at these two schools, compared them to the capital city average, and found that the students are far behind their peers. They also compared teachers' instructional skills to those of teachers in the municipal center and found them to be insufficient.

In addition to reviewing written exam scores, members interviewed students, parents, and teachers to learn what barriers existed for them, which resources would be most useful, and when access to the library space would be most desirable.

# Measuring our Impact

The project intended to reduce the educational gap between these schools and those in the capital city by improving the schools' access to learning materials and enhancing the teachers' skills, both of which would improve educational outcomes.

The two schools selected rooms to be converted into libraries. They received bookshelves, paint, furniture, textbooks, and learning materials for the space. The project also included additional education for the school librarians about how to maintain the spaces.

The project activities included increasing teachers' proficiency in teaching basic literacy and mathematics through ongoing professional development. At the schools, 3,472 students received direct access to improved library facilities with new textbooks. In addition, the school librarians and teachers demonstrated improved skills in support of student learning.

Although the libraries were updated and filled with books, the librarians noted that students weren't coming in to use them. Rotary members met with teachers and student representatives to ask why. They learned that the times when the library was initially open weren't convenient for the students. The school modified the hours to ensure students had access.

As a result of this project, students at each grade level improved their scores on standard exams in language and mathematics. The grant project officially concluded in 2023, but the project team anticipates increased graduation rates in the coming years.

## MATCH THE BUILDING BLOCKS

**INPUTS**

**OUTPUTS**

**OUTCOMES**

**IMPACT**

- 2 new libraries with textbooks and learning materials
- Development of a teacher improvement program

- Improved instruction as teachers receive more education about new student engagement and instruction strategies
- Increase in average time students are engaging with learning materials

- Continued increase in language and mathematical literacy
- Predicted increase in graduation rates

- Bookshelves, textbooks, furniture, expanded heat and electricity
- The time spent by volunteers, contractors, and technical experts
- Funds used to purchase materials

# Measuring our Impact

**The Impact of Rotary-Important link**

**Setting up effective actions**

**Rotary's strategic priorities**

**Rotary Annual Reports**

**Economies of scale programs**

**Rotary Centers for Rural Development**

**Rotary Scholarships**

# Expanding our Reach



# Expanding our Reach

## Why is your club attractive? (or not)

Following the Icebreaker Activity

# Improving the content of our meetings



## **INCREASING MEMBERSHIP** ( attend the membership training )

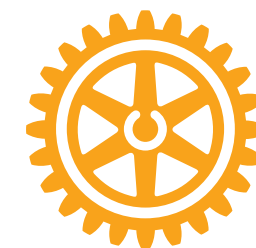
- **By involving Influencers?**

- **By reducing or increasing meetings?**

- **By merging 2 struggling clubs?**

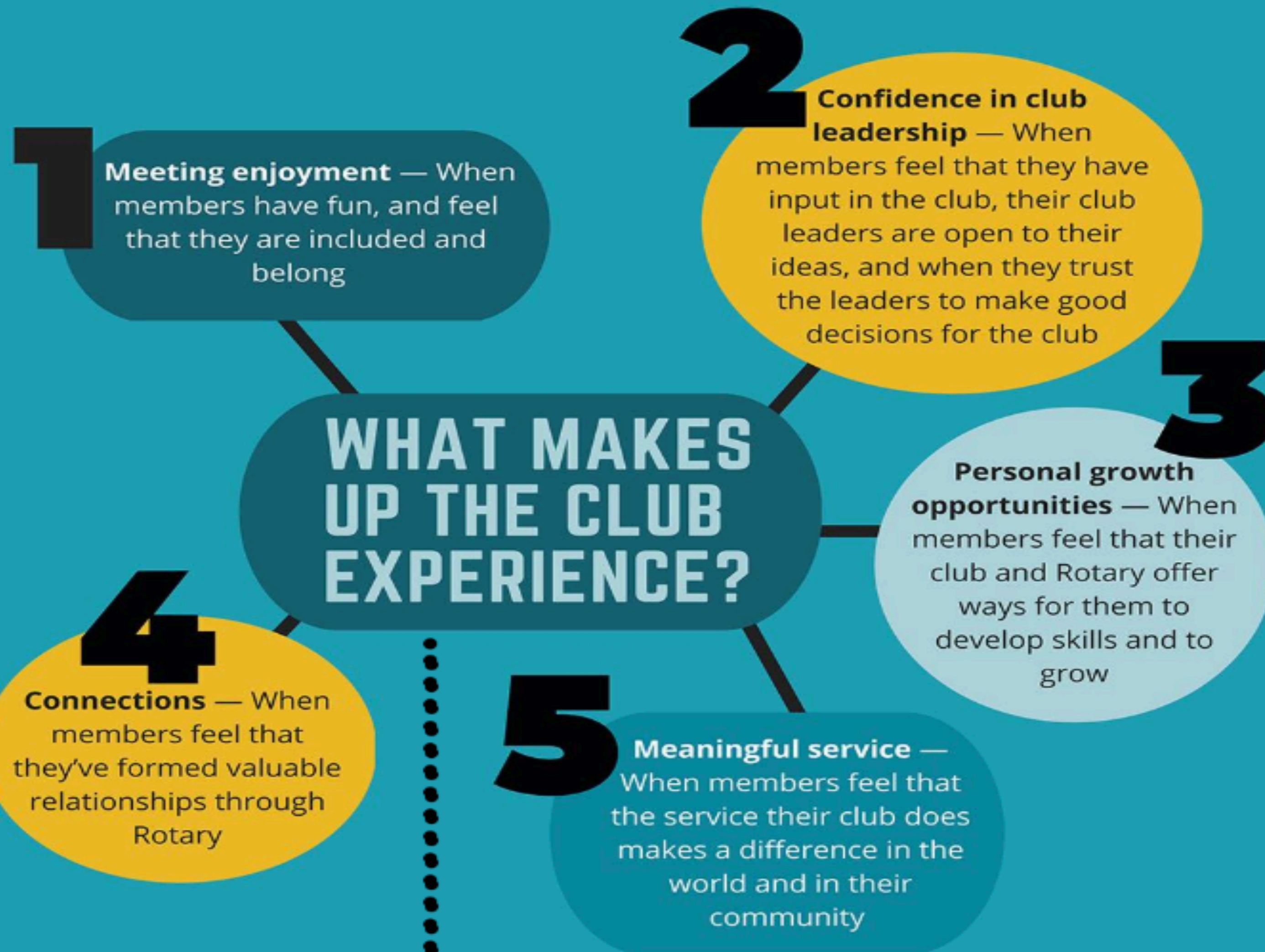
*(Small group discussion)*

- **BY INCREASING OUR COMMUNICATIONS ON SOCIAL MEDIA?**



# Club Experience

Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.



# Improving member engagement



# Online Learning Center



[View Courses About Rotary](#)



[View Club Leadership Courses](#)



[View District Leadership Courses](#)

## General



[View General Courses](#)

## Membership



[View Membership Courses](#)

## Professional Development



[View Professional Development Courses](#)

## Public Image



[View Public Image Courses](#)

## Service



[View Service Courses](#)

## The Rotary Foundation



[View Rotary Foundation Courses](#)



### Club Administration Committee Essentials

8 courses | 3h 00m

Learning plan



### Club Learning Facilitator Essentials

6 courses | 1h 30m

Learning plan



### Club Membership Committee Essentials

11 courses | 5h 15m

Learning plan



### Club President Essentials 1

ENROLLED

9 courses | 4h 00m

Learning plan



### Club President Essentials 2

9 courses | 4h 15m

Learning plan



### Club Public Image Committee Essentials

ENROLLED

9 courses | 2h 45m

Learning plan



### Club Rotary Foundation Committee Essentials

9 courses | 3h 15m

Learning plan



### Club Secretary Essentials

9 courses | 3h 45m

Learning plan



### Club Service Projects Committee Essentials

7 courses | 2h 45m

Learning plan



### Club Treasurer Essentials

7 courses | 2h 30m

Learning plan



### Creating a Club Culture of Belonging

ENROLLED

EN | 15m 00s

★ 5.0

E-learning



### Managing Club Business

ENROLLED

EN | 30m 00s

★ 5.0

E-learning



### Minimizing Risk

ENROLLED

EN | 15m 00s

★ 5.0

E-learning



### Preventing and Addressing Harassment

ENROLLED

EN | 45m 00s

★ 5.0

E-learning



### Protecting Youth Program Participants 2025-26

ENROLLED

EN | 30m 00s

★ 5.0

E-learning



### Rotary Action Group Leader Essentials

16 courses | 6h 25m

Learning plan



### Rotary Club Central Resources

ENROLLED

EN | 15m 00s

★ 5.0

E-learning



### Rotary Fellowship Leader Essentials

5 courses | 2h 30m

Learning plan

Current Rotary Club of Anytown experience:	Questions to ask club leaders and members:	Strategies for improvement:
<p><b>Meeting enjoyment:</b> The meeting lasts 90 minutes and follows the same format each week. Many speech topics are repeated from year to year. All service and fellowship activities happen outside the meetings.</p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
<p><b>Confidence in club leadership:</b> The club does not have difficulty filling its leadership positions, but they are often filled by the same few people. The club is well organized and operationally successful, but new members who left said there were few opportunities to become a club leader.</p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
<p><b>Personal growth opportunities:</b> The club takes comfort in routine. It hosts the same events and projects each year, and doesn't interact much with other clubs in the area or participate in Rotary programs.</p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

Current Rotary Club of Anytown experience:	Questions to ask club leaders and members:	Strategies for improvement:
<p><b>Connections:</b> Many members have been friends for decades and know each other's children and grandchildren. New members say they have a hard time feeling like part of the group.</p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
<p><b>Meaningful service:</b> The club has two signature service events that are well attended by the community. It is recognized as a leader in service in the community, but some members want more variety in their service projects.</p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

# Case studies of new clubs

Case	What club models or elements of a club experience might appeal to these groups?
<p>A group of community members said their ideal club would focus on maternal and child health efforts locally and abroad. They want a club that makes an impact in this area while keeping costs low to allow many community members to join. They also want to develop long-term friendships.</p>	
<p>The Rotary Club of Anytown has recently lost some members who said that the meetings, which are during lunch on a weekday, are difficult for them to attend. Also, some community members have expressed interest in the club because of its reputation and warm relationships, but they haven't joined because they want different service opportunities than the club offers.</p>	

# Case studies of new clubs

Case	What club models or elements of a club experience might appeal to these groups?
<p>A group of younger professionals said their ideal club would focus on leadership and professional development. They want a club that is dedicated to helping them in their professions. Many of them have busy work schedules and young families, and they need to use their time efficiently.</p>	
<p>Colleagues at a company want to build better relationships and make a difference in their community together. They have the support of the company's chief executive officer. They say that most of them have children and have limited free time.</p>	

# Improve our adaptability



Share innovation ideas within a club for the coming year.

Don't be afraid to take risks!



# ROTARY'S ACTION PLAN

## WHAT CLUBS CAN DO

Rotary's Action Plan builds on our past successes and sets our future direction to ensure that we continue to grow, unite people, and make a lasting impact.

We encourage all members to review the Action Plan, think about your own club and district goals, and find meaningful ways to align those goals with our plan. Have open and ongoing discussions in your club and throughout your district about the new priorities and objectives, then use those talks to shape your own strategies.

For each of the four priorities that will direct our work, we've listed ways you can put that goal into practice. Think about how *you* can bring Rotary's Action Plan to life.

# ROTARY'S ACTION PLAN

## INCREASE OUR IMPACT



**DEVELOP A STRATEGY** for educating members about the importance of impactful service projects. Research shows that measurable, data-driven results offer proof of the impactful service that is attractive to the next generation of leaders.

**CONDUCT A COMMUNITY ASSESSMENT** to determine which issues are top concerns in the area. Learn about needs and strengths and identify the key decision-makers. Try conducting evaluations both before and after you implement projects to get a better sense of where and how you can create measurable, lasting change that truly helps the communities you serve.

**FOCUS YOUR EFFORTS.** Review your club's activities and determine which ones can be streamlined or eliminated so your club can spend more time on activities that make a real impact.

**ENCOURAGE YOUR CLUB OR DISTRICT TO CELEBRATE THE LONG-TERM SUCCESSES** of service and program offerings, but to be open to new projects or opportunities to prove that your club or district's impact has only begun. Apply for a global or district grant to fund a project that will have sustainable, measurable outcomes.

## EXPAND OUR REACH



**SET A GOAL** to collaborate with new groups in your community, either through service projects or social events, to introduce more people to Rotary. As our vision statement says, we want to unite people — not just Rotarians — to create lasting change.

**USE ROTARY'S MEMBERSHIP TOOLS** and resources to assess your club and learn how to make it more diverse, open, and attractive to everyone in your community.

Districts should **CONSIDER FORMING NEW CLUBS.** Take advantage of our flexible club models to create clubs that are welcoming to people with diverse interests, backgrounds, and needs. As always, these new clubs should embrace our core values and deliver value to members.

**BE SURE TO TELL COMPELLING STORIES** about how your club or district is making a difference. Use the People of Action materials and other resources in the Brand Center to learn how to show your club or district's impact through the media, on social media, and in the community. Strengthening your public image can help you attract like-minded people to your club, form new partnerships for service, and build a stronger and more diverse network of collaborators.

## ENHANCE PARTICIPANT ENGAGEMENT



**FOCUS NOT ONLY ON GAINING NEW MEMBERS BUT ALSO ON DELIVERING VALUE** — both personal and professional — to current members. Hold a brainstorming session or use a survey to ask members what's important to them in their club experience and how they want to grow and develop through Rotary.

Consider everyone who encounters Rotary a participant. Invite them to **OFFER NEW IDEAS AND SHARE THEIR THOUGHTS**. Encourage them to stay involved (whether or not they join the club) so they feel valued and are inspired to support Rotary activities.

**USE OUR CURRICULUM** in the Learning Center, to develop leadership and other skills in members and participants.

## INCREASE OUR ABILITY TO ADAPT



**HOLD INNOVATION FORUMS AND BRAINSTORMING SESSIONS** with club members and other participants to gather ideas for activities and service projects in the community. Contact other organizations or clubs that have a strong record of innovation or reinvention and look for ways to apply what they did to your own club.

**SET ASIDE A SMALL FUND** to try new ideas. Expand initiatives that succeed and document what you learn from those that don't.

**REVIEW YOUR CLUB ROLES, PROCESSES, AND TASKS** and look for ways to be more efficient — whether it's by reducing, combining, or eliminating responsibilities or using different technology.

**ESTABLISH A CONTINUITY PLAN**. Encourage club presidents, district governors, and other officers to work with the incoming leaders chosen for the next few years so that their efforts will be cohesive and all will be invested in a joint success.

# The Rotary Action Plan

Questions?



**Rotary**   
District 7790

Create Lasting Impact