



Strategic Plan
July 2025 –
June 2028

ROTARY'S VISION STATEMENT

**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 stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world. To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

ROTARY INTERNATIONAL'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

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

DISTRICT OBJECTIVES

ERADICATE POLIO AND LEVERAGE THE LEGACY

Action Steps:

- District support for all club polio fundraisers.
- Help increase public awareness of polio eradication efforts by Rotary.
- Encourage all clubs to collaborate to maximize polio fundraising/awareness efforts.
- Encourage all clubs to publicize Polio Plus activities via all forms of media.
- Have an annual District End Polio Now Event
- Raise the following amounts for Polio
 - Year ending 2026 \$90,000
 - Year ending 2027 \$95,000
 - Year ending 2028 \$100,000

FOCUS OUR PROGRAMS AND OFFERINGS

Action Steps:

- Support Clubs in working with community leaders to focus on unmet needs and determine if additional service projects are needed/feasible.
- Encourage clubs to annually review all existing service projects to verify continued need and feasibility.
- Encourage all clubs to annually brainstorm new service projects for their communities as needed.
- All clubs should work with other local nonprofits to provide service and maximize the impact of Rotary funds.

IMPROVE OUR ABILITY TO ACHIEVE AND MEASURE IMPACT

Action Steps:

- All clubs enter their goals into Rotary Club Central to ensure that they are invested in measuring and completing their goals.

- Club membership information is accurate and complete. All information should be in the database to ensure reporting of diversity, age distribution, etc. All members are encouraged by club leadership to update their profiles at least once a year.
- Use of visuals such as fundraising thermometer to measure financial giving and membership goals

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

DISTRICT OBJECTIVES

GROW AND DIVERSITY OUR MEMBERSHIP AND PARTICIPATION

Action Steps:

- Clubs should work with their local Chamber of Commerce (or similar organizations) to recruit professionals for their Rotary and Rotaract clubs.
- Utilize the Club Membership Committee to identify and recruit new members within their community, utilizing personal contacts. This will help to ensure that the Club represents the diversity of those they serve.
- Promote Membership Olympics and Rotary Roadmap
- Make sure clubs have a Membership Chair
- Educate clubs on retention and member recognition
- Annual Membership Goals
 - Year ending 2026 – net increase of 25 members
 - Year ending 2027 – net increase of 30 members
 - Year ending 2028 – net increase of 35 members

CREATE NEW CHANNELS INTO ROTARY

Action Steps:

- Support clubs in the creation of Early Act and Interact Clubs for elementary, middle, and high schools.
- Support clubs in the creation of community/university-based Rotaract Clubs.
- Encourage and support all club efforts to create/maintain an active social media presence.
- Support clubs in creating Service Companion Clubs

INCREASE ROTARY'S OPENNESS AND APPEAL

Action Steps:

- Encourage Multi-Club events to create opportunities for clubs to interact socially and share resources.
- Partner with other non-profit and businesses to maximize resources and show Rotary as

an organization that works well with others.

- Support club's efforts to partner with local media resources to promote Rotary image for young professionals and Rotaract/Interact Clubs.

BUILD AWARENESS OF OUR IMPACT AND BRAND

Action Steps:

- Encourage clubs to host creative public image events to share the Rotary story and recruit new members with a family focus in their communities.
- Utilize local media to consistently share their Service Projects within their communities, including all forms of social media.

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

DISTRICT OBJECTIVES

SUPPORT CLUBS TO BETTER ENGAGE THEIR MEMBERS

Action Steps:

- Encourage the use of online meetings to meet members where they are.
- Host district-wide town halls (in-person or virtual) with dynamic guest speakers.
- Host a semi-annual District wide Fireside Chat

DEVELOP A PARTICIPANT-CENTERED APPROACH TO DELIVER VALUE

Action Steps:

- Encourage a "buddy system" approach for member-to-member communication for all meetings and service projects.
- Encourage the use of membership surveys detailing what each member is passionate about and provide resources to meet their needs.
- Encourage a membership recognition program within clubs.

OFFER NEW OPPORTUNITIES FOR PERSONAL AND PROFESSIONAL CONNECTION

Action Steps:

- Host member socials quarterly in different geographical locations to encourage networking within Rotary.
- Partner with groups like BNI for networking amongst organizations.

PROVIDE LEADERSHIP DEVELOPMENT SKILLS AND TRAINING

Action Steps:

- Encourage all members to attend the Rotary Leadership Institute (RLI - I, II, III) to strengthen Rotary knowledge and leadership skills.
- Encourage the use of Rotary's e-learning courses.
- Host Club Leadership Workshop in various geographical locations to increase participation.

INCREASE OUR ABILITY TO ADAPT

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

DISTRICT OBJECTIVES

BUILD A CULTURE OF RESEARCH, INNOVATION, AND WILLINGNESS TO TAKE RISKS

Action Steps:

- Encourage district & clubs to fully utilize web technology and social media to share messages and help keep members informed and engaged.

STREAMLINE GOVERNANCE, STRUCTURE, AND PROCESSES

Action Steps:

- Ensure clubs are equipped with the standard club bylaws and constitution documents.
- Ensure clubs have a President, Secretary, and Treasurer before the start of each Rotary Year

REVIEW GOVERNANCE TO FOSTER MORE DIVERSE PERSPECTIVES IN DECISION MAKING

Action Steps:

- Rotary Club Boards should engage their membership in setting goals, evaluating service projects, and input for budgeting.