



**Strategic Plan**  
**2022-2025**

## 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.

### 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.

## **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 DIVERSIFY 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.

### **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.

### **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.

### **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.

### **OFFER NEW OPPORTUNITIES FOR PERSONAL AND PROFESSIONAL CONNECTION**

#### **Action Steps:**

- Develop a district-wide mentor/protege program based on membership classifications.
- Host networking events (in-person/online) to help build connections amongst the membership.
- Utilize classification talks within district-wide “town hall” meetings.

### **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.
- Offer incentives for Rotarians who complete x amount of training via Rotary’s E-Learning Center annually.
- Encourage the use of Rotary’s e-learning courses.

## **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.
- Build and grow the District Technology Committee to be proactive in advancing technology to support our clubs.

### **STREAMLINE GOVERNANCE, STRUCTURE, AND PROCESSES**

#### **Action Steps:**

- Ensure clubs are equipped with the standard club bylaws and constitution documents.
- Club focus should be on providing services to their communities and making a difference locally.
- Emphasis should be on having an active presence in the community and meeting networking and education.

### **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.