

# GROW ROTARY Workshop

Jan 18<sup>th</sup> 2019



Remember  
this?



# D7070

|           | Members as<br>of July 1st |
|-----------|---------------------------|
| 2015-2016 | 2,010                     |
| 2019-2020 | 1,926                     |

|                | From<br>2015- 2019 |
|----------------|--------------------|
| Members gained | 1,005              |
| Members lost   | 1,237              |

|        | ◀ 1 year | 1-2 yrs | 3-5 yrs | 5-10 yrs | ▶ 10 yrs |
|--------|----------|---------|---------|----------|----------|
| % Loss | 16%      | 34%     | 13%     | 13%      | 19%      |

We are not alone...  
To grow and flourish  
for the next 115 years  
we need a plan.  
RI recognized this  
and has started  
the process...



Together, we see a world where people  
unite and take action to create lasting  
change—across the globe, in our  
communities, and in ourselves.
















**The Grow Rotary goals are shaped by the feedback of those who know us best – Rotarians just like you and me.**





ARG



AUS



BRA



CAN



FRA



DEU



IND



ITA



JPN



KOR



NGA



ZAF



TWN



GBR



USA

Purpose

Causes

Established  
Reputation

Programs

1 UNICEF 84%

2 LIONS CLUB 77%

3 ROTARY 74%

4 GLOBAL HEALTH ORGANIZATIONS 67%

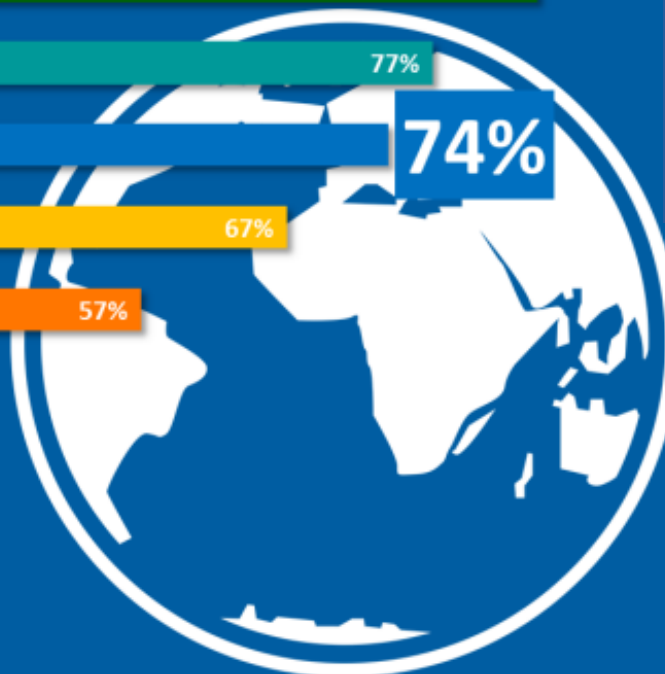
5 YMCA / YWCA 57%

6 MATERNAL + CHILD HEALTH ORG 44%

7 PTA/ PTO 43%

8 RELIGION ORG 43%

9 GATES FOUNDATION 39%





Only 35%

Rotary is an organization for  
people like me.



Only 25%  
Know someone in Rotary









STEIGERUNG UNSERER

AR NUESTRO

ENTO BETA

NUESTRO ALO

ARE L

AMÉLIOR  
NOTRE  
CAPACITÉ  
D'ADAPTE

Rotary

Peter  
Peter P. Plunking  
Chief of State  
Singapore, AZ  
United States

Sue  
Susan M. McMillan  
Non-Profit Executive  
Washington, DC, AZ  
United States

Helen  
Helen M. McMillan  
Non-Profit Executive  
Washington, DC, AZ  
United States





# THE ACTION PLAN











Five  
Years.





# Four Priorities.



Increase  
our impact.

Increase  
our impact.

Expand  
our reach.



Increase  
our impact.

Expand  
our reach.

Enhance  
participant  
engagement.

Increase  
our impact.

Expand  
our reach.

Enhance  
participant  
engagement.

Increase our  
ability to adapt.

# From Priority to Action.





Action Plan Priority 1:

Increase our impact.

















Together, let's prove that our impact on the world has just begun.



Action Plan Priority 2:

Expand our reach.









Together, let's build connections and opportunities that will allow people who share our drive to do the same.



## Action Plan Priority 3:

Enhance participant engagement.

















Together, let's recommit to putting  
the needs, expectations, and growth of our  
participants at the center of all we do.



## Action Plan Priority 4:

Increase our ability to adapt.









Together, let's stay true to ourselves and  
stay ahead of change in our next 115 years.





[rotary.org/strategicplan](https://rotary.org/strategicplan)



