

Rotary Business Model Canvas

A strategy conversation helper

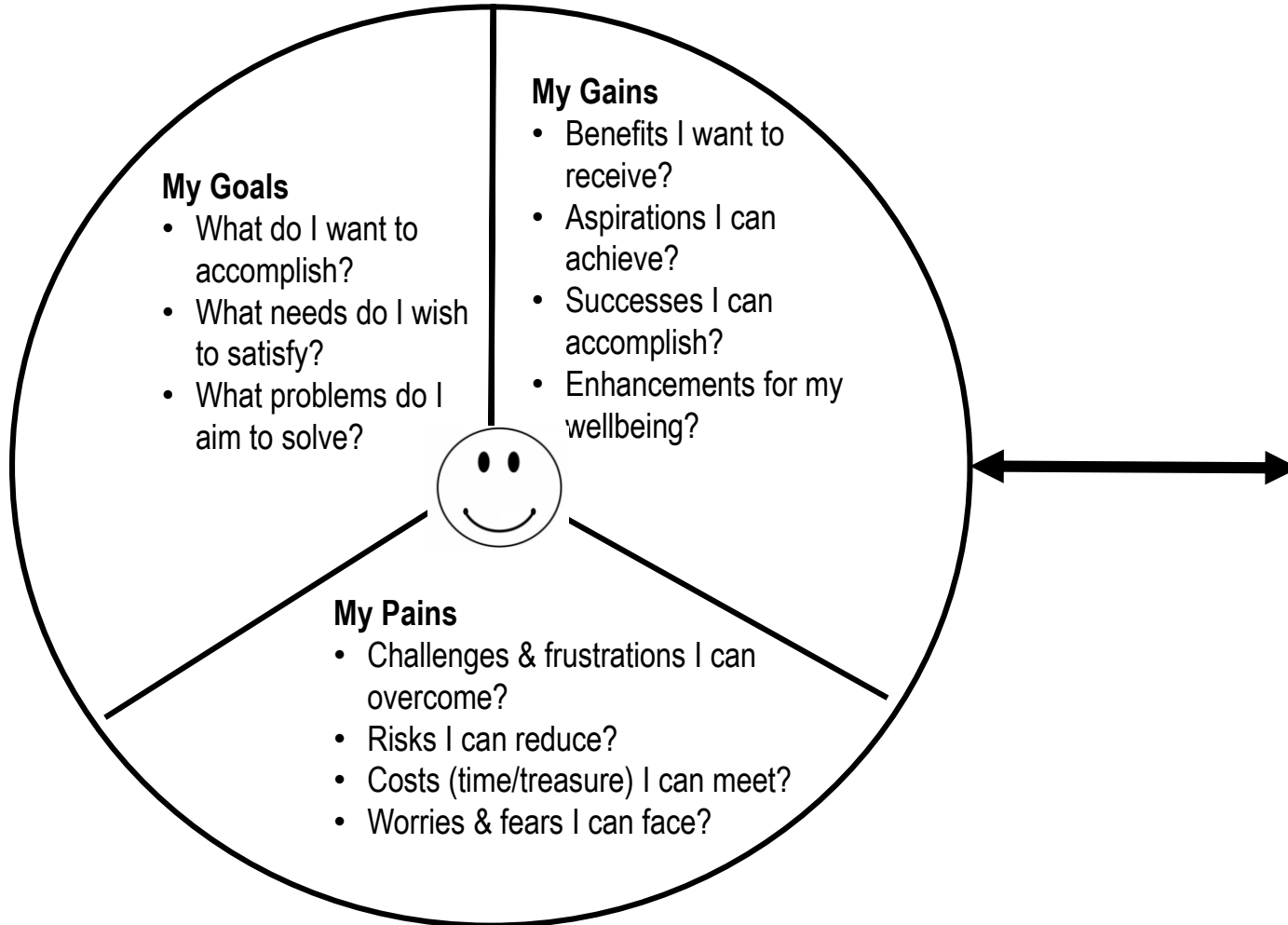
**Wherever your
journey starts...**

**It's time to re-plan
around covid!**

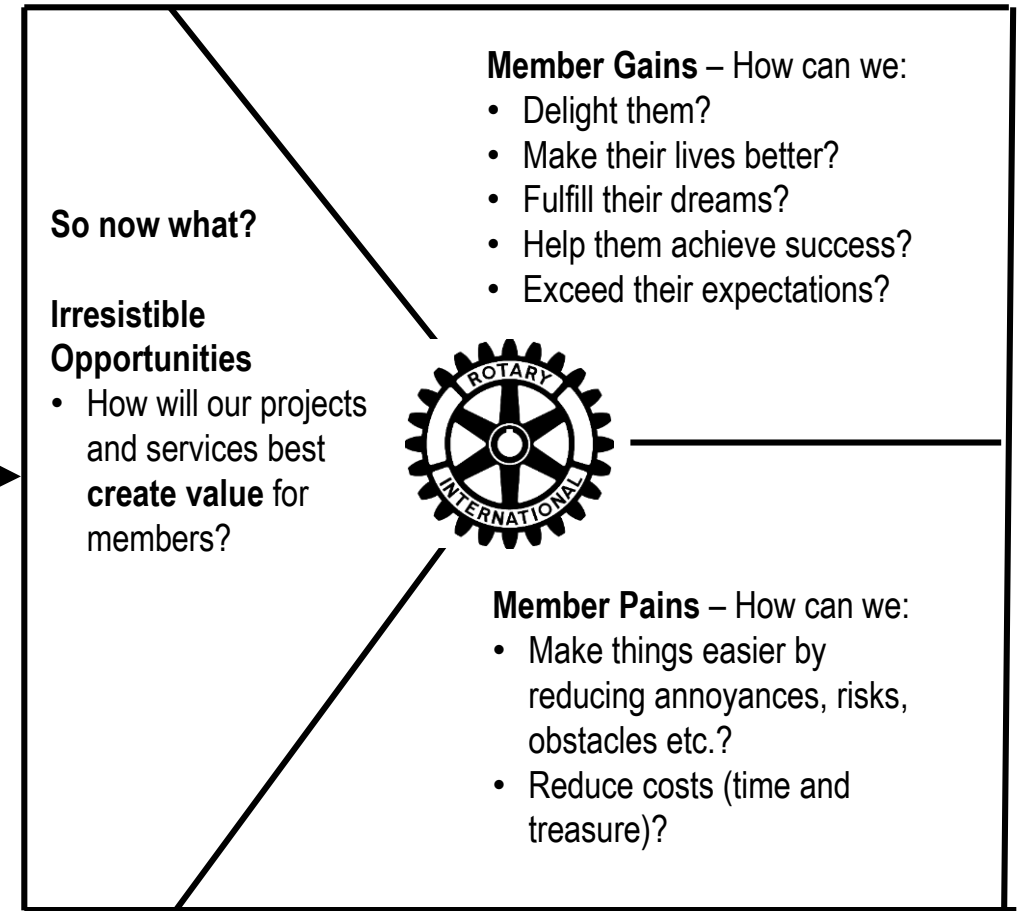


THE ROTARY VALUE PROPOSITION CANVAS

I'm a potential or current member.
What's in it for me?



How can Rotary best create value?



YOUR ROTARY ACTION CANVAS

<p>Key Rotary Partners Who – inside and outside of your Rotary – can enhance your ability to be irresistible and engaging and to provide dynamic opportunities for service?</p>	<p>Key Activities & Services What are the most important and impactful activities and services for your Rotary to focus on? What makes your Rotary unique?</p>	<p>Rotary Value Propositions What are your Rotary’s irresistible offerings? How do you increase member gains and reduce member pains?</p>	<p>Relationships What kind of relationships – inside and outside of your Rotary – must you nurture to ensure you’re irresistible and engaging and you provide dynamic opportunities for service?</p>	<p>Beneficiaries Who – inside and outside of your Rotary – will be better off because of your activities & services? Are you as diverse as your community?</p>
	<p>Key Resources What resources (time, talent & treasure) do you need to achieve success?</p>		<p>Reach How will you raise awareness and attract people to you?</p>	
<p>Financial Considerations (Include Fundraising)</p>			<p>Evaluation How will you evaluate your success?</p>	

IN YOUR BREAKOUTS...

Imagine that you are rethinking ***your*** Rotary in light of covid and had the answers to these questions...

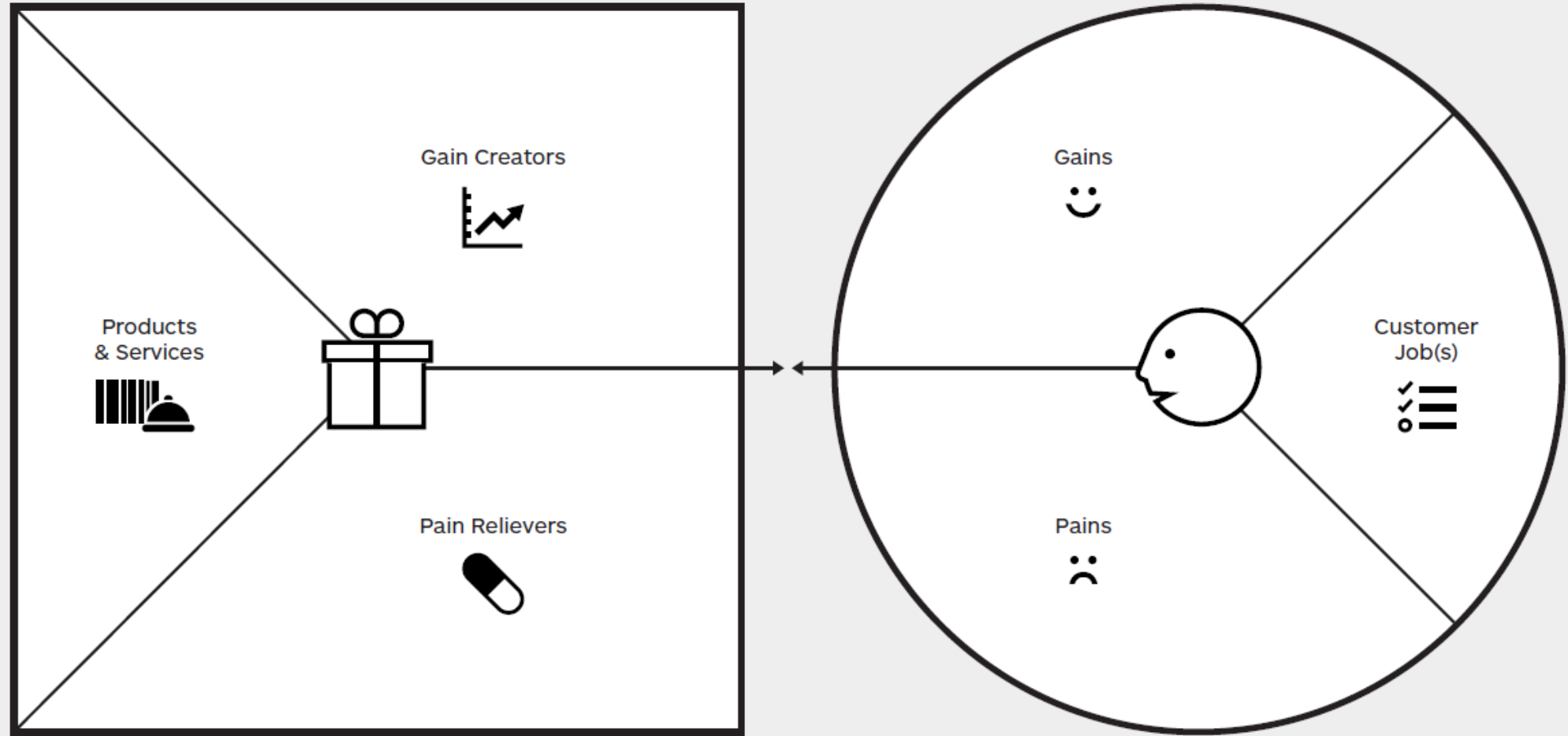
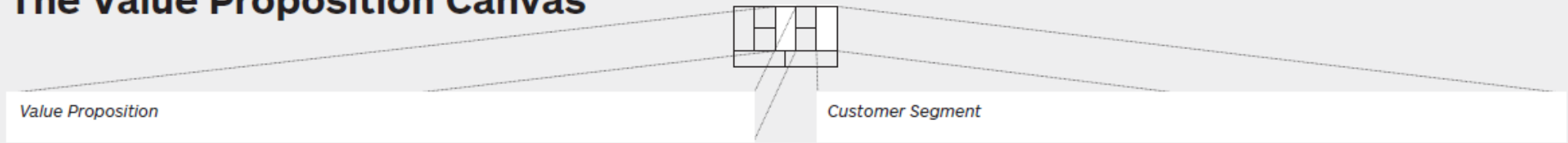
How would this help your Rotary thrive?

DEBRIEF

- What insights were revealed?

APPENDIX

The Value Proposition Canvas












The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
	Cost Structure 		Revenue Streams 	



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