



Expand Our Reach

Rotary offers videos that provide an overview of the Action Plan and each of its four priorities. Consider watching the ["Expand Our Reach" video](#) at your next club meeting. Then, use this discussion guide to start a conversation with other members.

Discussion Guide

The Action Plan is Rotary's comprehensive strategy to address critical issues and key opportunities facing members, clubs, and districts. The plan has four priorities: increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt.

Clubs can use the Action Plan to:

- Elevate the experience of anyone who engages with Rotary
- Build their presence in their communities
- Create a sustainable approach to meaningful connection and service

Use the questions below to talk about how this Action Plan priority can help your club work with new partners, connect with new audiences, and inspire more people to take action.

Think about groups in your community that you want to get involved in your club (alumni, youth program participants, business groups, other organizations, professional associations, etc.):

- What do they know about your club?
- What do you want them to know about your club?
- How would you engage them in your club or project?
- What type of event or activity would appeal to people in this group?
- How would you promote the activity to members of this group?

Think of a project that your club has completed and its community impact:

- How would you celebrate or share the outcomes of the project with your community?

Visit the [Action Plan page](#) for more resources to enhance your understanding of Rotary's Action Plan. To elevate your skills as a discussion leader, you can complete the [Becoming an Effective Facilitator](#) course in Rotary's Learning Center.