OUR VALUES IN ACTION

Through **fellowship**, we build lifelong relationships that promote greater global understanding.

With **integrity**, we honor our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our vocational expertise, **service**, and **leadership** to tackle some of the world’s greatest challenges.

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OUR STRATEGIC GOALS

**Support and strengthen clubs**
- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new clubs
- Encourage strategic planning at club and district levels

**Focus and increase humanitarian service**
- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary’s six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

**Enhance public image and awareness**
- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities
We are leaders who act responsibly and take action to tackle some of the world’s most pressing challenges.