

RI Strategic Plan 2019-20

Our Vision

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

Rotary's vision statement adopted by the Board and Trustees in June 2017, reflects the impact Rotary aspires to have on the world and our members.

Our Mission

We provide **service** to others, promote **integrity**, and advance world understanding, goodwill, and peace through our **fellowship** of business, professional, and community **leaders**.

Core Values

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|-----------|------------|-----------|---------|------------|
| Diversity | Fellowship | Integrity | Service | Leadership |
|-----------|------------|-----------|---------|------------|

Strategic plan

Rotary's strategic plan sets the framework for our future, ensuring that we continue to be known as a respected, dynamic organization that advances communities worldwide.

As we stand on the cusp of eliminating polio, it time for us to create a new path toward bringing more people together, increasing our impact and creating even more lasting change around the world.

Rotary leadership is developing a strategic plan that will help guide our organization from Rotary year 2020 and beyond. Our current [plan](#) guides our work through Rotary 30 June 2019.

In [June](#) 2018, Rotary's Board of Directors and Trustees approved four key priorities and objectives to serve as the foundation for the next strategic plan:

Increase our impact Rotary strives to change the lives of others for the better. Our members invest volunteer and financial resources in a broad range of service activities, but we will do a better job of measuring the results and outcomes of our work. So that Rotary can continue to attract members, partners, and donors, we'll focus our programs and produce evidence of lasting impact.

| Related objectives: | Relevant Core Values |
|---|------------------------|
| <ul style="list-style-type: none">Eradicate polio and leverage the legacy | Service |
| <ul style="list-style-type: none">Focus our programs and offerings | Service and Leadership |
| <ul style="list-style-type: none">Improve our ability to achieve and measure impact | Service |

Expand our reach People are seeking ways to make a difference in the world and connect with others. How do we help them find what they're looking for in Rotary? By creating unique opportunities for more people and organizations to get involved. Clubs will always be important. But to extend our global reach, we'll expand our current structure with innovative models that welcome more participants into Rotary and give them meaningful ways to unite and take action.

| Related objectives: | Relevant Core Values |
|---|-------------------------|
| <ul style="list-style-type: none"> Grow and diversify our membership and participation | Diversity and Inclusion |
| <ul style="list-style-type: none"> Create new channels into Rotary | Diversity and Inclusion |
| <ul style="list-style-type: none"> Increase Rotary's openness and appeal | Diversity and Inclusion |
| <ul style="list-style-type: none"> Build awareness of our impact and brand | Diversity and Inclusion |

Enhance participant engagement Because we recognize the challenges our clubs face in today's changing world, Rotary will support our clubs' efforts to deliver an experience that engages and retains members. When we help clubs focus on the experience and value they give their members, we give Rotarians and other participants the opportunity to serve together, connect with one another, and have a more satisfying experience with Rotary.

| Related objectives: | Relevant Core Values |
|--|------------------------|
| <ul style="list-style-type: none"> Support clubs to better engage their members | Leadership and Service |
| <ul style="list-style-type: none"> Develop a participant-centered approach to deliver value | Leadership and Service |
| <ul style="list-style-type: none"> Offer new opportunities for personal and professional connection | Leadership |
| <ul style="list-style-type: none"> Provide leadership development and skills training | Leadership and Service |

Increase our ability to adapt To achieve our vision and keep pace with changing global trends, our structure and culture must evolve. We'll ensure that our operating and governance structures are efficient, flexible, and effective in delivering services to all of our participants.

| Related objectives: | Relevant Core Values |
|--|---------------------------|
| <ul style="list-style-type: none"> Build a culture of research, innovation, and willingness to take risks | Leadership and Fellowship |
| <ul style="list-style-type: none"> Streamline governance, structure and processes | Leadership and Fellowship |
| <ul style="list-style-type: none"> Review governance to foster more diverse perspectives in decision-making | Leadership and Fellowship |

ROTARY CONNECTS THE WORLD

