

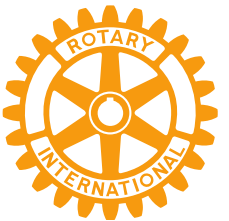
THE ACTION PLAN



WHY PLAN?

PLAN AHEAD

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



Increase
our impact.

Expand
our reach.

Enhance
participant
engagement.

Increase our
ability to adapt.

From Priority to Action.





INCREASE OUR IMPACT

- Eradicate Polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

CHALLENGE YOUR CLUB TO:

Increase Its Impact

- **DEVELOP A STRATEGY** about the importance of impactful service projects.
- **CONDUCT A COMMUNITY ASSESSMENT** to determine which issues are top concerns in your community.
- **FOCUS EFFORTS** so more time is spent on activities that make a real impact.
- **CELEBRATE THE LONG-TERM SUCCESSES** but be open to new opportunities to prove your impact has only just begun.



EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

CHALLENGE YOUR CLUB TO:

Expand Its Reach

- **SET A GOAL** to collaborate with new groups in the community.
- **USE ROTARY'S MEMBERSHIP TOOLS AND RESOURCES** to learn how to make your club more diverse, open and attractive.
- **TELL COMPELLING STORIES** about how Rotary is making a difference.



ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

**WHAT IS A
PARTICIPANT?**



CHALLENGE YOUR CLUB TO:

Enhance Its Participant
Engagement

- **SHIFT FOCUS FROM GAINING NEW MEMBERS TO DELIVERING VALUE** and engaging members.
- **BUILD CONNECTIONS** with everyone who encounters Rotary as a participant and invite them to share their ideas and thoughts.
- **USE ROTARY'S LEARNING CENTER** to develop leadership and other skills in participants.

TAKING CARE OF CURRENT MEMBERS

Minimizing Departures

- Service in the context of **COVID-19**
- **SHIFT EMPHASIS TO ENGAGEMENT** as a critical step to keep members
- Support and encourage **ONLINE MEETINGS**
- Target new members including those in their **2ND OR 3RD YEAR**



INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

CHALLENGE YOUR CLUB TO:

Increase Its Ability to Adapt

- **HOLD INNOVATION FORUMS AND BRAINSTORMING SESSIONS** with members and other participants to gather ideas.
- **SET ASIDE A SMALL FUND** to try new ideas and stay ahead of change.
- **REVIEW CLUB ROLES, PROCESSES, AND TASKS** and look for ways to be more efficient.
- **ESTABLISH A CONTINUITY PLAN** so that efforts become cohesive, and all leaders become invested in a joint success.



**“Innovation
distinguishes between a
leader and a follower.”**

Steve Jobs

LEADING VERSUS MANAGING

- Management
 - Doing things right
- Leadership
 - Doing the right thing!



LEARN MORE

- **Visit rotary.org/actionplan**
- **Take the strategic planning course**
- **Download the strategic planning guide**
- **Update or create a new strategic plan for your club**
- **Think about how you can bring Rotary's Action Plan to life**