



## Rotary International's Strategic Planning Priorities and Objectives 11 May 2018

Rotary's vision statement:

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

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Since our founding in 1905, building personal and professional connections and serving the needs of others have been at the heart of the Rotary experience. Our ability to deliver this experience in clubs worldwide is a testament to Rotary's strength.

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.

The world today is not the same as it was in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn't changed is a need for the values that define Rotary: fellowship, integrity, diversity, service, and leadership. By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

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### **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.



### Objectives:

- Eradicate polio and leverage the legacy
  - Focus our programs and offerings
  - Improve our ability to achieve and measure impact
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### **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.

### Objectives

- 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
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### **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.

### Objectives:

- 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
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## **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.

### Objectives:

- 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