



The **ROTARY ACTION PLAN**

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IMPACT

REACH

ENGAGE

ADAPT

Make decisions grounded in evidence.

Be inclusive, engaging, compassionate, and ambitious on behalf of the world.

Create meaningful relationships across decades and continents.

Seek new perspectives and new ideas that can strengthen Rotary and create lasting change.

Increase Impact

Breakout:

What is your club doing for or with your community and how you are measuring the impact?





Expand Our Reach



Increase Impact



Enhance Participant Engagement



Increase Our Ability to Adapt

Expand Our Reach

Breakout:
What is your club doing to reach new audiences?





Increase Impact



Increase Our Ability to Adapt



Enhance Participant Engagement



Expand Our Reach



Three-year Rolling Goals: 6 Priority Goals

Club Membership

This goal is the number of members you want to have at the end of the year.

Club membership ★ Priority

▼ [Hide goal details and history](#)

How many total members does your club want by the end of the Rotary year?

Strategic Plan

Even sitting down with your board of directors to set your 3 year rolling goals will complete this for you.

Strategic plan ★ Priority

▼ [Hide goal details and history](#)

Does your club have an up-to-date strategic plan?

Service Participation

This is the number of members you want to participate in club service activities.

Service participation ★ Priority

▼ [Hide goal details and history](#)

How many members will participate in club service activities during the Rotary year?

Three-year Rolling Goals: 6 Priority Goals

PolioPlus Fund contributions

How much would you like to see your club members donate to the PolioPlus Fund?

Annual Fund contributions

How much would you like to see your club members donate to the Annual Fund?

Benefactors

This one may seem daunting! Make a goal that makes sense for your club.

PolioPlus Fund contributions ★ Priority

[Hide goal details and history](#)

How much money (USD) will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?

Annual Fund contributions ★ Priority

[Hide goal details and history](#)

How much money (USD) will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?

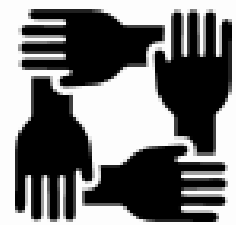
Benefactors ★ Priority

[Hide goal details and history](#)

During the Rotary year, how many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?

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What Clubs Can Do:
Action Plan



Strengthening Your
Membership:

