

Rotary



Southwest
PELS



INFORM
INSPIRE
EMPOWER

Action Plans Unite!

How your Club Planning connects

with

District 5500 and Rotary International

Rotary
District 5500



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The **ROTARY ACTION PLAN**



IMPACT

Make decisions grounded in evidence.

REACH

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

ENGAGE

Create meaningful relationships across decades and continents.

ADAPT

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

Strategic Action Plan RY 2023-2026

Increase Impact in Local and Global Communities

Strategic Objectives:

1. Increase the measurable impact of local and global service projects to meet key community needs
2. Facilitate development of multi-club service projects
3. Create a dedicated club service projects webpage
4. Increase Club participation in the District grant program

Expand our Reach

Strategic Objectives:

1. Increase member and community awareness of Rotary's impact
2. Increase Rotary membership and participation.
3. Develop opportunities to work with other organizations and businesses to strengthen Rotary's impact.
4. Promote District actions to value diversity, inclusion and respect for people of all backgrounds.

Enhance Participant Engagement

Strategic Objectives:

1. Strengthen District education and training to support membership guided leadership development and service project implementation
2. Increase giving in all areas of The Rotary Foundation
3. Increase member retention

Increase Our Ability to Adapt

Strategic Objectives:

1. Expand and promote District-wide Club support services
2. Increase utilization of District and Club websites and online tools
3. Increase club participation and adaptability
4. Increase member participation at District level

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?

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

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

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

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

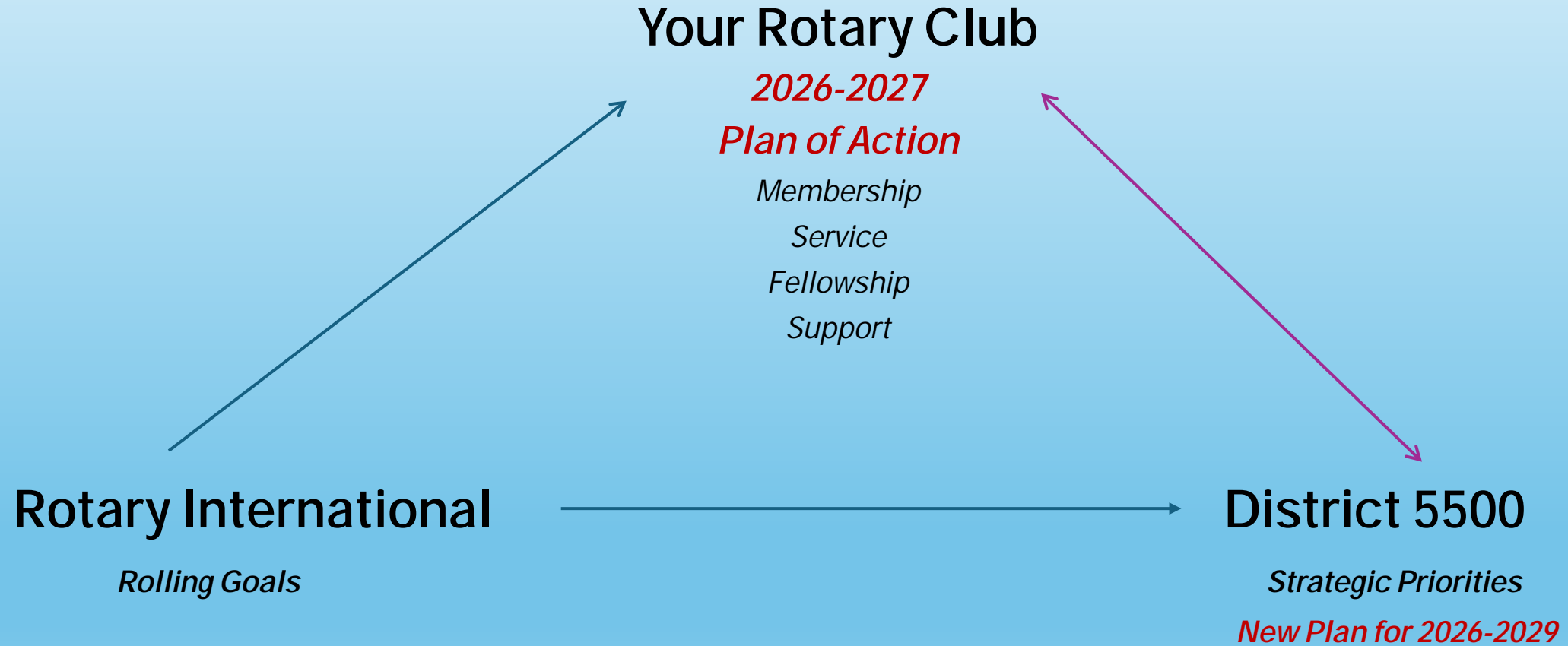
Benefactors

★ 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?

Action Plans Alignment



What is Your Club Doing to...



To EXPAND YOUR REACH to new audiences?



ADAPT to Changes and Challenges?



Measure Your Club's IMPACT on Your Community?



Increase and ENHANCE ENGAGEMENT?



The Planning or 'Visioning' Process

Who are you?
Where are you?



Assess the current
state of your Club

Where do you
want to be?



Define a vision of what
you want your Club to
be in 1-3 years

How will you get there?
How will you know when
you have arrived?



Develop your action
plan to achieve your
vision

District 5500 Can Help!