### Welcome to



#### Rotary Club Action Plan

DG Cliff Berg

## The Rotary Action Plan



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



































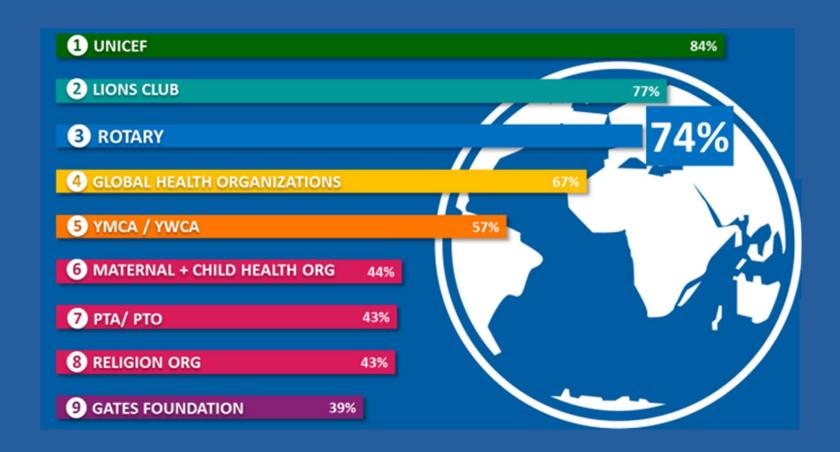


Purpose

Causes

Established Reputation

Programs



## Only 35%

Rotary is an organization for people like me.



# Only 25% Know someone in Rotary







# THE ACTION PLAN







# Five Years.



## Four Priorities.



Increase our impact.

Expand our reach.

Enhance participant engagement.

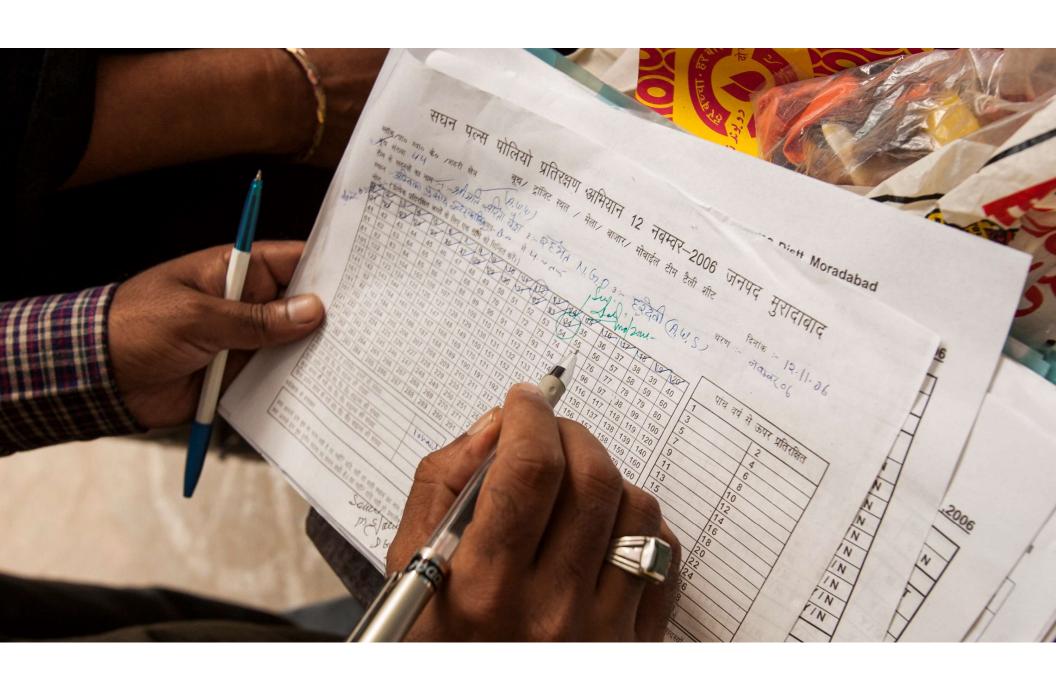
Increase our ability to adapt.

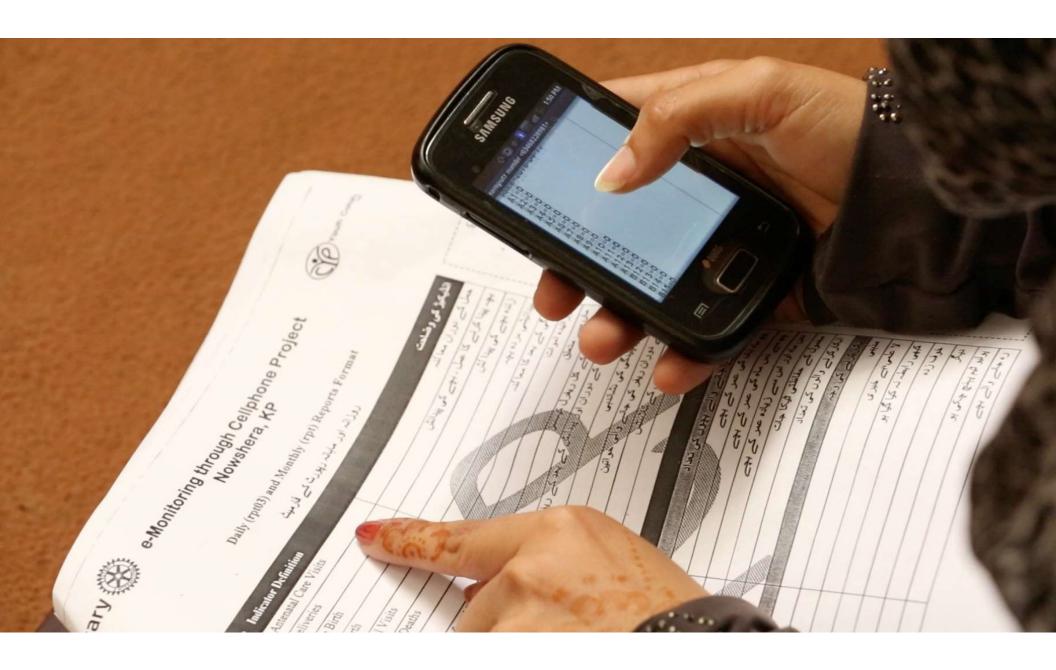
### From Priority to Action.



#### **Action Plan Priority 1:**

Increase our impact.







## Together, let's prove that our impact on the world has just begun.



#### Action Plan Priority 2:

Expand our reach.











## Together, let's build connections and opportunities that will allow people who share our drive to do the same.



#### Action Plan Priority 3:

Enhance participant engagement.









Together, let's recommit to putting the needs, expectations, and growth of our participants at the center of all we do.



#### Action Plan Priority 4:

Increase our ability to adapt.









## Together, let's stay true to ourselves and stay ahead of change in our next 115 years.



#### rotary.org/actionplan



## The Rotary Action Plan



