

	Value Statement	Existing Action	New Action	What does this look like in 2025?
Young Adults				
Membership				
Public Image				
Foundation				
International Service				
Innovative Club Models				

Value Statement –what is the value of Rotary for people not in Rotary looking through the lens of the respective area (e.g. young adults, membership, public image, foundation, international service)? What is the cost in time, money, opportunities? What is the impact? Why do we do this? Who are we helping? What would motivate someone to join us?

Actions – What do we already do? What could we do different?

Future Vision – How will our new actions transform our clubs by 2025?



The Value of Rotary

$$\text{Value} = \frac{\text{Perceived Benefit}}{\text{Cost}}$$

$$\text{Value of Rotary} = \frac{\text{Impact Learning Leadership Networking}}{\text{Family Leisure Money}}$$