

Rotary Zones 25B & 29 One Summit: Membership, Public Image & The Rotary Foundation Working Together

UNITE FOR GOOD Rotary

Bringing the Rotary Action Plan and Membership Growth to Life in Your Club

1

The ROTARY ACTION PLAN

IMPACT REACH ENGAGE ADAPT

2

Rotary

TOGETHER WE SEE A WORLD WHERE PEOPLE UNITE AND TAKE ACTION TO CREATE LASTING CHANGE ACROSS THE GLOBE IN OUR COMMUNITIES AND IN OURSELVES

3

- INCREASE OUR IMPACT**
 - Eradicate polio and leverage the legacy
 - Focus our programs and offerings
 - Improve our ability to achieve and measure impact
- EXPAND OUR REACH**
 - 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
- ENHANCE PARTICIPANT ENGAGEMENT**
 - 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
- INCREASE OUR ABILITY TO ADAPT**
 - 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

4

Rotary Zones 25B & 29 One Summit: Membership, Public Image & The Rotary Foundation Working Together

UNITE FOR GOOD Rotary

Membership, Public Image, & The Rotary Foundation support Rotary's Action Plan Priorities

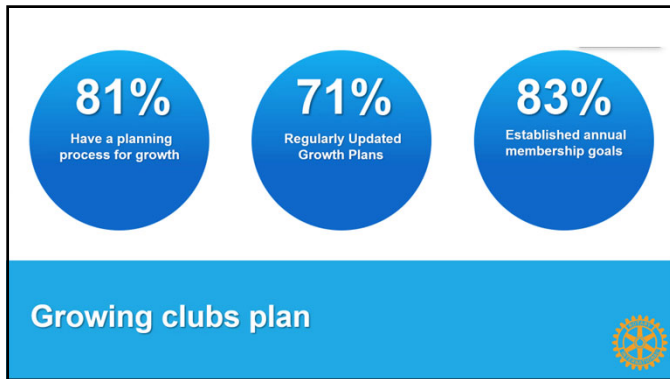
5

ACTION PLAN PRIORITIES

3 Year Rolling Goals

- **Planning (Adapt)**
 - Build a 3-Year Rolling Action Plan
- **Membership (Reach)**
 - Active Members as of June 30
- **Service (Engagement)**
 - Members Involved in Service Projects
- **Rotary Foundation Giving (Impact)**
 - Annual Fund Contributions
 - Polio Plus Contributions
 - New Benefactors (Endowment)

6



7

WHY 3-YEAR GOALS?

- Not too short (annual goals)
- Not too long (5-year plan)
- Offers balance (flexibility & forward thinking)

8

BUILD A PLAN THAT FITS YOUR CLUB

- Keep it simple
- Prioritize strategies for succession
- Involve everyone

9

Building Your Plan

1. Get buy-in from your members
2. Take your time
3. Solicit Feedback
 - Surveys, assemblies, community assessments
4. Analyze results
5. Identify Actions and Set SMART Goals
6. Implement and Follow Up

10

SETTING YOUR GOALS

- Don't try to do everything
- Take a team approach
- Break big jobs into smaller pieces
- Share the workload & be creative
- Match jobs with people's skills/interests

11

Reflections from a District Governor

Characteristics of Vibrant, Irresistible and Growing Clubs

- Club culture is open, welcoming, fun, and warm. You can feel a strong sense of inclusion and belonging starting with a greeter at the door.
- Succession plan is in place and the President, President Elect, and President Nominee have been identified.
- A visible "CHAMPION" of all things Rotary actively inspires action. Usually the president, but not always.
- Clear focus on goals, results, and celebration of success. Actively in pursuit of the Club Excellence Award.
- Club is clearly service project focused as opposed to meeting centric focused. Many projects and fund raisers.
- Membership growth is top of mind and is talked about and reported on at every meeting.

12

**Reflections from a District Governor
Characteristics of Vibrant, Irresistible and Growing Clubs**

- Actively in pursuit of the Rotary Citation (Club Excellence Award)
- Active and visible financial support for the Rotary Foundation and masterful at securing TRF grants.
- Clearly defined roles with members who share the responsibility for club administration, meeting set up, public image, and programs.
- Membership, Public Image, TRF, Technology and Service Project Committees are in place and populated by active members and a chair.
- The Four-Way Test, Pledge of Allegiance, reflection, time for humor, and music are common elements of their meetings.
- Fun is at the heart of everything they do.

Mark Odland, DG D6360 2024-25

13



"WE CANNOT
BECOME WHAT
WE WANT BY
REMAINING WHAT
WE ARE"

-Max Depree

14