

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

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THE ROTARY ACTION PLAN



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TOGETHER, we see a world
where **PEOPLE** unite and take action
to **CREATE** lasting **CHANGE**
across the globe, in our
communities
and in ourselves.

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TAKING ACTION FOR CHANGE



IMPACT
We want to put our resources behind programs that will have the greatest impact and that align with our areas of focus.
We're creating tools and guidelines for tracking and sharing our efforts. When you document an initiative, please share it with us so we can learn from each other and make a difference in communities.

REACH
We're committed to exemplifying and embracing diversity, equity, and inclusion (DEI) in everything we do.
We're testing new products and alternative models that will allow more people to connect and take action with us in ways that work best for them.

ENGAGE
We're tearing down the walls between "us" and "them" and focusing on participants.
We're asking people how they want to participate, finding ways to meet them where they are, and making sure they know we value them.

ADAPT
We're streamlining operations so we can be more agile and responsive.
When everything the way we do things and finding members manage change so that our clubs, districts, and areas can more effectively communicate and work together.

Learn what your club can do at rotary.org/actplan.

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Action Plan Synergy

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



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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)

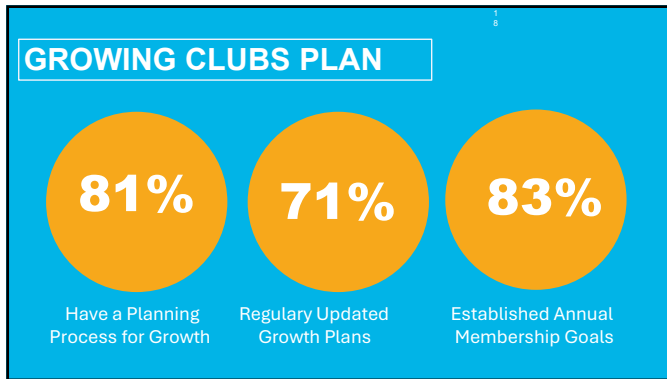
- Members Involved in Service Projects

Rotary Foundation Giving (Impact)

- Annual Fund Contributions
- Polio Plus Contributions
- New Benefactors (Endowment)

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WHY 3-YEAR GOALS?

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

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BUILD A PLAN
That fits your club

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

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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

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SETTING YOUR GOALS

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

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**REFLECTIONS
FROM A DISTRICT
GOVERNOR**

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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.

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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

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**"WE CANNOT
BECOME WHAT
we want
BY REMAINING
WHAT
we are."**
-MAX DEPREE

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