

# INCREASE OUR IMPACT

The Action Plan is designed to guide us in a structured way toward fulfilling our vision. Each of the four priorities has specific objectives that offer us a **sustainable approach to supporting healthy clubs and a strong organization, providing positive and engaging experiences for members and participants, and creating lasting change in the world.** Remember these objectives when you think about long-term planning and how to improve the club experience, address challenges, act on opportunities, or build on your ideas.

## What increasing our impact means to us

**We define, track, and analyze data from service projects to measure our outcomes, improve the quality of our programs, and create lasting change.**

This priority focuses on using measurement and data to develop and implement projects and show the positive, lasting change that members make. On a global scale, Rotary is committed to finishing the fight to eradicate polio. Through that effort, we've built invaluable partnerships, increased our capacity to make change, and developed expertise that we can use to support work in our areas of focus. **This can also help improve club projects, ensure that our service responds to community needs, and engage people motivated by data in more activities.**

## Why are we doing this?


Our current and potential partners, participants, and donors want to engage with, join, and support organizations that clearly show the measurable impact of their work and that seek new and better ways to solve problems. Collecting and analyzing data helps us improve all our programs and projects as well as identify, replicate, and expand the ones with the most potential to create lasting change. The facts and details that clubs and districts learn through their measurement efforts also help them tell compelling stories about how Rotary makes a difference. Sharing these stories can attract like-minded leaders to clubs or new partnerships and can build a stronger and more diverse network of people to collaborate with on bigger projects.

## What does this mean for me? How can I take action?

Thinking about increasing our impact can be a way to help your club or district find solutions to challenges, address opportunities, and strengthen your purpose. Use materials (such as community assessments, handbooks, and Learning Center courses) that focus on impact to:

- Deepen your connection with the community and create more meaningful and collaborative service projects
- Engage people who are motivated by data to ask community members what needs the club could help address
- Understand which projects and activities are making the biggest difference for your members, participants, and community
- Develop or update your club's strategic plan using the Strategic Planning Guide to assess and focus your club's priorities and goals

*Let's develop and implement practices and systems to define, measure, track, and analyze data from our service projects in more effective ways.*



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

## RESOURCES

Start creating lasting change with help from these materials:

**Rotary Strategic Planning Guide** (PDF) — Use the framework of the Action Plan to improve the club experience, set long-term goals, and support your club's strategic vision.

**Conducting Community Assessments** (PDF) — Assessing your community's strengths, weaknesses, needs, and assets is an essential first step in planning an effective project.

**Rotary Impact Handbook** (PDF) — This tool helps members plan and carry out measurement activities as part of their service projects so they can demonstrate the results.

# EXPAND OUR REACH

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## What expanding our reach means to us

**We develop new and inspiring ways for people to engage with Rotary, welcome diverse participants, and help them unite to take action.**

This priority focuses on expanding our organization in thoughtful ways that add both members and participants. It's about connecting with new and diverse groups and partners and improving people's understanding of who we are and what we do. By sharing stories about your club members as people of action, you can give those who aren't affiliated with Rotary a better understanding of what we do and how we make a difference — helping to attract members, volunteers, and donors.

## Why are we doing this?

When more people are involved with Rotary as members, participants, or partners, we have even more capacity to make change in the world. We need to provide new ways for people to experience Rotary, whether that's through clubs that are more flexible or opportunities outside the traditional club model. By creating new ways to bring people into Rotary, welcoming more people from all backgrounds, and sharing our values with new audiences, we can increase our ability to develop leaders and create lasting change.

## What does this mean for me? How can I take action?

Thinking about expanding our reach can be a way to help your club or district find solutions to challenges, address opportunities, and strengthen your purpose. Use materials that focus on expanding our reach to:

- Share stories of the positive change your club creates
- Ensure that your club is representative of your community
- Use more than one method or platform to promote your club's activities
- Ask members and guests for feedback on your meetings and make changes accordingly
- Offer people more flexibility in how they can attend club meetings and activities
- Find ways to make your club more welcoming to new and diverse groups of people
- Work with new partners to offer more engagement opportunities for members
- Participate in local events that celebrate many different communities in your area

*Let's share our values with new audiences, create ways to bring people together to experience the power of Rotary, and show that we're inclusive, engaging, compassionate, and ambitious about making change.*

## OUR VISION STATEMENT:

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## RESOURCES

Begin reaching new and diverse audiences with these tools and resources:

**Brand Center** — Access images, videos, and promotional materials to use in your communications to promote your club.

**Membership Assessment Tools** (PDF) — Be intentional about improving your club experience. Use these tools and their results to make changes.

**Diversifying Your Club** — Take this Learning Center course to learn strategies for expanding your reach and building relationships with new groups.

**Rotary Strategic Planning Guide** (PDF) — Use the framework of the Action Plan to improve the club experience, set long-term goals, and support your club's strategic vision.

# ENHANCE PARTICIPANT ENGAGEMENT

The Action Plan is designed to guide us in a structured way toward fulfilling our vision. Each of the four priorities has specific objectives that offer us a **sustainable approach to supporting healthy clubs and a strong organization, providing positive and engaging experiences for members and participants, and creating lasting change in the world.** Remember these objectives when you think about long-term planning and how to improve the club experience, address challenges, act on opportunities, or build on your ideas.

## What enhancing participant engagement means to us

**We create new ways to inspire people who are involved in Rotary and provide meaningful experiences that make them want to stay.**

Each encounter with someone is an opportunity to show what Rotary can help them accomplish as individuals and as members of their communities. However a person engages with Rotary — through a club, program, or event — the situation should exceed their expectations. Their Rotary experience should be fulfilling and meaningful whether they're a longtime member or a curious newcomer. When we offer people this, we enhance participant engagement.

## Why are we doing this?


When people don't find experiences personally and professionally fulfilling, they go elsewhere. By assessing what we offer, trying to make it more compelling, and offering members and participants what they want, we give them reasons to stay and broaden participation in Rotary as a whole. That means evaluating meeting formats, types of speakers, and events and deciding whether they provide value, or creating new programs, events, and learning opportunities that meet the needs of existing members and participants, giving them reasons to continue their Rotary journey.

## What does this mean for me? How can I take action?

Thinking about enhancing participant engagement can be a way to help your club or district find solutions to challenges, address opportunities, and strengthen your purpose. Use materials (such as the Club Health Check, Member Satisfaction Survey, and Strategic Planning Guide) that focus on engagement to:

- Ask your members what they want from their club experience and then consider this in your planning
- Ensure that members have meaningful chances to contribute, grow, and lead
- Offer new opportunities for personal and professional connection such as working with other organizations
- Support members who accept leadership opportunities, such as a committee role or organizing a service project for a cause they care about
- Make sure that anyone who engages with your club feels empowered to share their ideas and get involved

*Let's use every encounter as an opportunity to show people how getting involved with Rotary allows them to make a bigger difference in their communities and for causes they care about.*



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## RESOURCES

Begin providing valuable experiences with help from these resources:

**Club Health Check** (PDF) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.

**What Makes Up the Club Experience?** (PDF) — Learn more about member satisfaction in their club with this one-page flyer.

**Enhancing the Club Experience** (PDF) — Assess what members think about their club experience.

**Club Planning Assistant** — Answer questions about your club to get advice and resources to address membership challenges and opportunities.

**Rotary Strategic Planning Guide** (PDF) — Use the framework of the Action Plan to improve the club experience, set long-term goals and support your club's strategic vision.

**Designing Your Rotary Experience** (PDF) — Explore all the ways to make connections, participate in meaningful service, and more to design your Rotary experience.

# INCREASE OUR ABILITY TO **ADAPT**

The Action Plan is designed to guide us in a structured way toward fulfilling our vision. Each of the four priorities has specific objectives that offer us a **sustainable approach to supporting healthy clubs and a strong organization, providing positive and engaging experiences for members and participants, and creating lasting change in the world.** Remember these objectives when you think about long-term planning and how to improve the club experience, address challenges, act on opportunities, or build on your ideas.

## What increasing our ability to adapt means to us

**We explore new opportunities through innovation, evidence, and educated risks to make Rotary more efficient, representative, flexible, and effective.**

As we increase our ability to adapt, we build on Rotary's strength as an organization that excels at finding new ways to create change in the world. We need to examine how we can adapt more quickly to a shifting world, how new perspectives can strengthen Rotary, and what new ideas can bring about lasting change.

## Why are we doing this?

Surveys and focus groups highlighted a gap between our current structures and approaches and what we need to be doing. The people who know us best — members, leaders, and participants — want Rotary to be more agile and welcoming of new and different voices. We need to recognize that changing demographics, technologies, and trends alter our opportunities as well. We need to act to create a strong basis for innovation, sustainability, and growth.

## What does this mean for me? How can I take action?

Thinking about increasing our ability to adapt can be a way to help your club or district find solutions to challenges, address opportunities, and strengthen your purpose. Use materials that focus on adaptability to:

- Try different things in your club to help retain current members and attract new ones, such as occasionally having a social event or service project in place of a meeting
- Review your club's bylaws to make sure they reflect your members' current needs
- Facilitate change within the club by involving nonmember advisers in board meetings to gain new perspectives
- Work to eliminate what doesn't serve your members and ask them for new ideas your club can explore
- Start a small fund to try new things and ask for ideas from members and other participants

*Let's create a culture of research, innovation, and willingness to take risks so we can learn, evolve, and better serve our communities.*

## OUR VISION STATEMENT:

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

## RESOURCES

Begin exploring new ways to help Rotary adapt to a changing world:

**Rotary Strategic Planning Guide** (PDF) — Use the framework of the Action Plan to improve the club experience, set long-term goals and support your club's strategic vision.

**Action Plan Learning Plan** — Explore courses in the Learning Center to help you understand more about the Action Plan priorities.

**Rotary's Change Model** — This Learning Center course will help you learn the basics of how to manage change.