



The **ROTARY ACTION PLAN**

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ZONES 25B & 29



ROTARY'S VISION

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



**Increase
our impact**

**Expand
our reach**

**Enhance
participant
engagement**

**Increase
our ability
to adapt**



From Priority to Action

Utilize the Action Plan as a framework for making strategic decisions for your club, enhancing your club and participant experience, elevating your club's presence in your community, addressing regional and local challenges, and identifying new opportunities to drive impact.

ACTION PLAN PRIORITY:

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Improve understanding and support of individual participants
- Offer new opportunities for personal and professional connection
- Provide learning opportunities for leadership development and skill building



ACTION PLAN PRIORITY:

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new ways for participants to experience Rotary
- Increase club flexibility and appeal
- Build understanding of impact and brand



ACTION PLAN PRIORITY:

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact



ACTION PLAN PRIORITY:

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Foster more diverse perspectives in decision-making.



Putting the Action Plan to Work in Your Club

	Membership	Public Image	Rotary Foundation
Engage	Conduct a Club Satisfaction Survey	Attend a community event as a club & wear Rotary attire	Choose District Grant funded projects that require member involvement
Reach	Involve non-members in service projects	Hold community event to share info about a successful project	Sponsor a Global Grant and give members an opportunity to participate
Impact	Conduct Community Needs Assessment	Measure the impact of projects and publicize the information	Use PH Points to challenge club members to increase their TRF giving
Adapt	Make changes to meeting formats	Update outdated public-facing materials	Develop a new Polio Plus event and ditch the "tired" old one

The background features four large, overlapping circles. From left to right, the colors are red, teal, orange, and purple. The circles overlap in a way that creates a central horizontal band where all four colors meet. The text is centered within this band.

3-YEAR GOAL SETTING

If you don't know
where you are going,
you might wind up
someplace else.

- Yogi Berra



3 Year Planning- What can be accomplished?



Continuity

3-year targets, beyond just Rotary's typical 1-year focus



Simplicity & Alignment

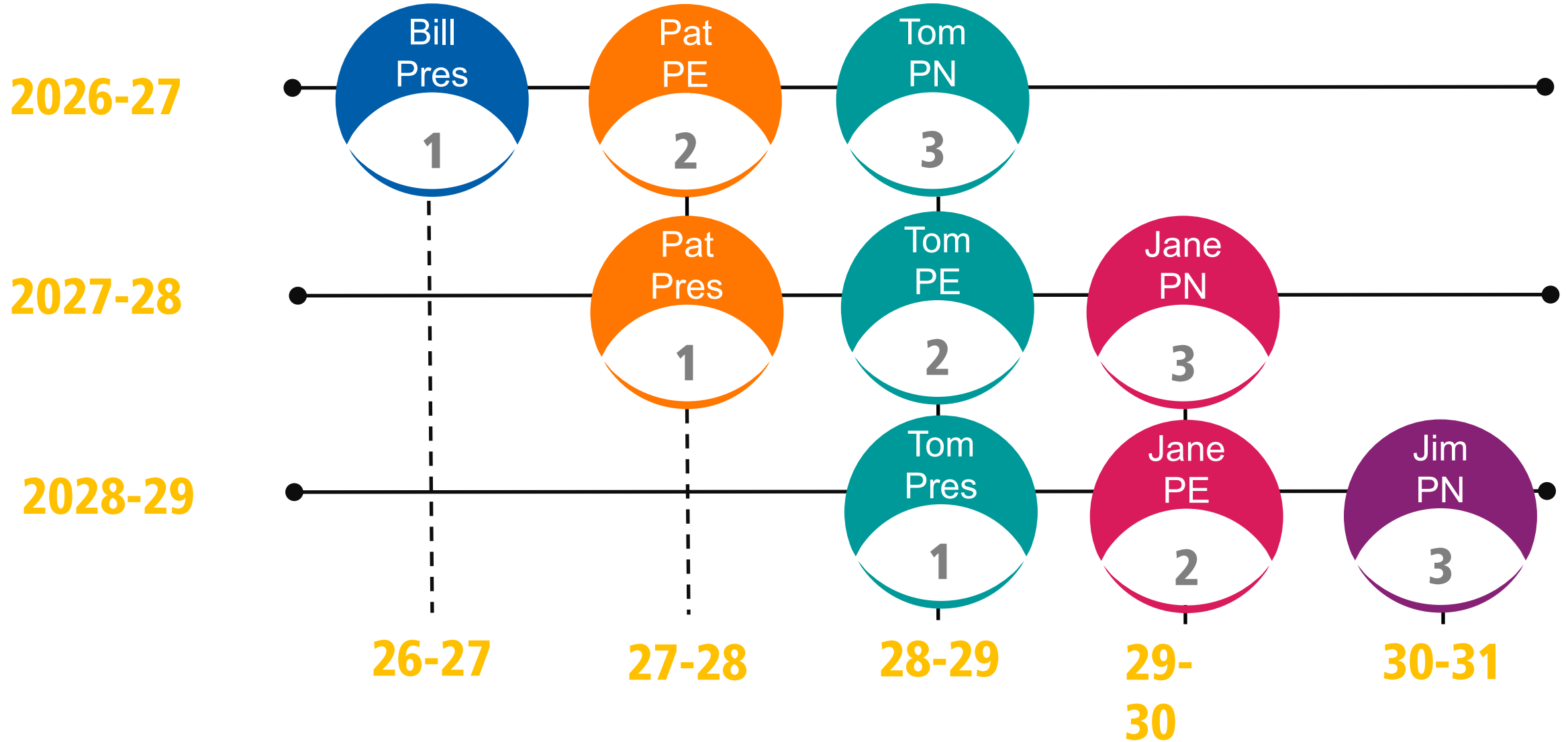
Have the leadership and discipline to have only a few clear goals for clubs



Regional Adaptability

Provide flexibility to clubs to engage in supporting goals that fits their region

3 YEAR ROLLING PERIOD



Three-Year Priority Goals

Enhance Participant Engagement

Goal #1: Service Participation

Increase Our Impact

Goal #2: PolioPlus

Goal #3: Annual Fund

Goal #4: Benefactors (Endowment Fund)

Expand Our Reach

Goal #5: Club Membership

Increase Our Ability to Adapt

Goal #6: Create or update your club's strategic plan

rotary.org/actionplan





THANK YOU

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