



The **ROTARY ACTION PLAN**

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ZONES 25B & 29



NORTH AMERICA GROWING CLUBS SURVEY (2023)

**~350 clubs that showed consistent growth
between 2018 and 2023**

Top 4% to 5% of ~8,200 clubs

CRITERIA

- **10+ Net Members in 5 years**
- **Growth in at least 3 of last 5 years**

CLUBS REPORTED USING THE ACTION PLAN TO GROW THEIR MEMBERSHIP



Increase our Impact

3.8



Expand our Reach

4.2



Enhance Participant Engagement

4.3



Increase our Ability to Adapt

4.2

*Never (1), Rarely (2), Sometimes (3), **Often (4)**, Always (5)*

KEY CHARACTERISTICS OF GROWING CLUBS

- Have an average attraction rate of 25%/year
- Fill key leadership positions
- Set goals in Rotary Club Central
- More Female Members (40%)
- More Members Under 40 (10%)

KEY TAKEAWAY

Growing clubs have higher attraction and retention rates because they focus on creating an irresistible club experience by using

ROTARY'S ACTION PLAN.

Retention is an outcome, not a target.

Thanks to: Doug Logan, Zone 28 and Herb Klotz, Zone 32



The **ROTARY ACTION PLAN**

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.

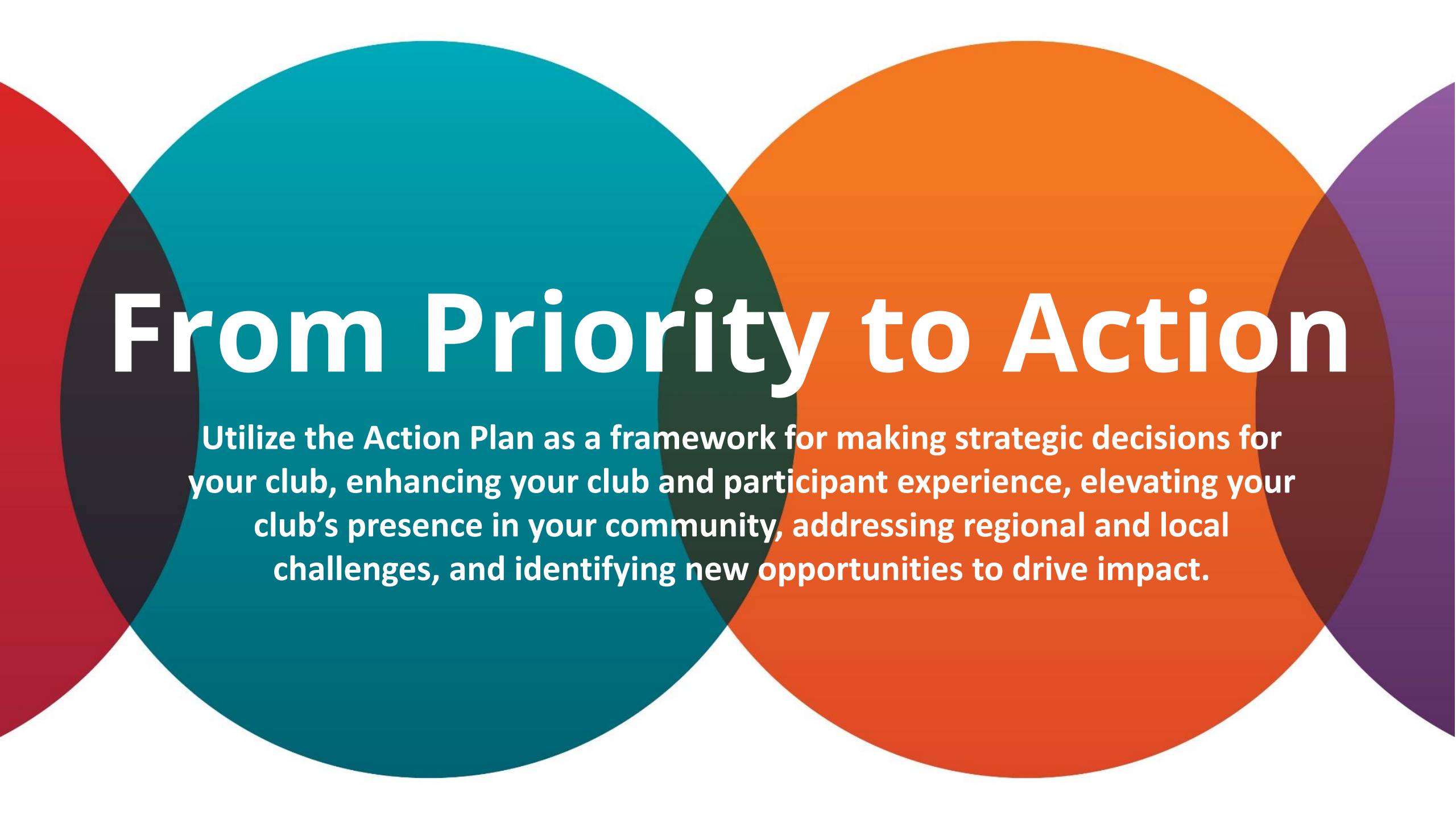


**Increase
our impact**

**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



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



QUESTIONS TO CONSIDER:

1. How can your club support new members?
2. How can your club find out what members want from their club experience?
3. Why is it important to involve club members in decision making?
4. How can you help club members develop leadership skills?



Take Action Now:

ENHANCE PARTICIPANT ENGAGEMENT

- **IMPLEMENT A NEW MEMBER ORIENTATION PROGRAM** to support new members.
- **USE THE MEMBER SATISFACTION SURVEY** to learn what's important to your members in their club experience and how they want to grow and develop through Rotary.
- **MAKE MEMBERS FEEL VALUED** by keeping them informed and seeking their input in making decisions.
- **USE ROTARY'S LEARNING CENTER** to help members develop leadership skills.



ACTION PLAN PRIORITY:

EXPAND OUR REACH



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



QUESTIONS TO CONSIDER:

1. How can your club attract new members?
2. How can your club create new ways for participants to experience Rotary?
3. What can you do to promote your club, its activities, and its projects in your community?
4. Why is it important to use the resources in the Rotary Brand Center?



Take Action Now:

EXPAND OUR REACH

- **USE ROTARY'S MEMBERSHIP TOOLS** to do a club assessment and learn how to make it more attractive to members of your community.
- **COLLABORATE** with other groups in your community through service projects or social events to bring in new participants.
- **TELL COMPELLING STORIES** about how your club is making a difference.
- **USE THE ROTARY BRAND CENTER** to ensure that your club's messaging is consistent with Rotary's brand standards.



ACTION PLAN PRIORITY:

INCREASE OUR IMPACT



INCREASE OUR IMPACT

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



QUESTIONS TO CONSIDER:

1. How do we define impact?
2. How does your club identify projects to undertake?
3. Why is it important to measure the impact of your club's projects?
4. How can publicizing the impact of your projects benefit your club?



Take Action Now:

INCREASE OUR IMPACT

- **IMPACT IS THE POSITIVE LONG-TERM CHANGE RESULTING FROM OUR ACTIONS.**
- **DEVELOP A STRATEGY FOR EDUCATING MEMBERS** on the importance of impactful service projects.
- **FOCUS YOUR EFFORTS** on service projects that can make a real impact on your community.
- **CONDUCT A COMMUNITY ASSESSMENT** both before selecting and after implementing a project in order to measure impact.
- **CELEBRATE SUCCESSES** by sharing with other clubs in the Rotary Service Project Center and publicizing the project's impact within the community.



ACTION PLAN PRIORITY:

**INCREASE OUR ABILITY
TO ADAPT**



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.



QUESTIONS TO CONSIDER:

1. How can you generate new ideas for your club?
2. Why is it important to delegate tasks to other club members?
3. How frequently should the club review its by-laws?
4. Why is it important to set 3-year goals?



Take Action Now:

INCREASE OUR ABILITY TO ADAPT

- **HOLD BRAINSTORMING SESSIONS** with club members to gather innovative ideas to make your club more relevant.
- **IDENTIFY INCOMING LEADERS** early by delegating tasks, so that they can prepare for future roles.
- **REVIEW CLUB BY-LAWS, ROLES, AND PROCESSES ANNUALLY** for ways to be more efficient and effective.
- **SET 3-YEAR GOALS** and establish a continuity plan to ensure cohesive efforts and joint success.



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 '3-YEAR GOAL SETTING' is centered within this band.

3-YEAR GOAL SETTING

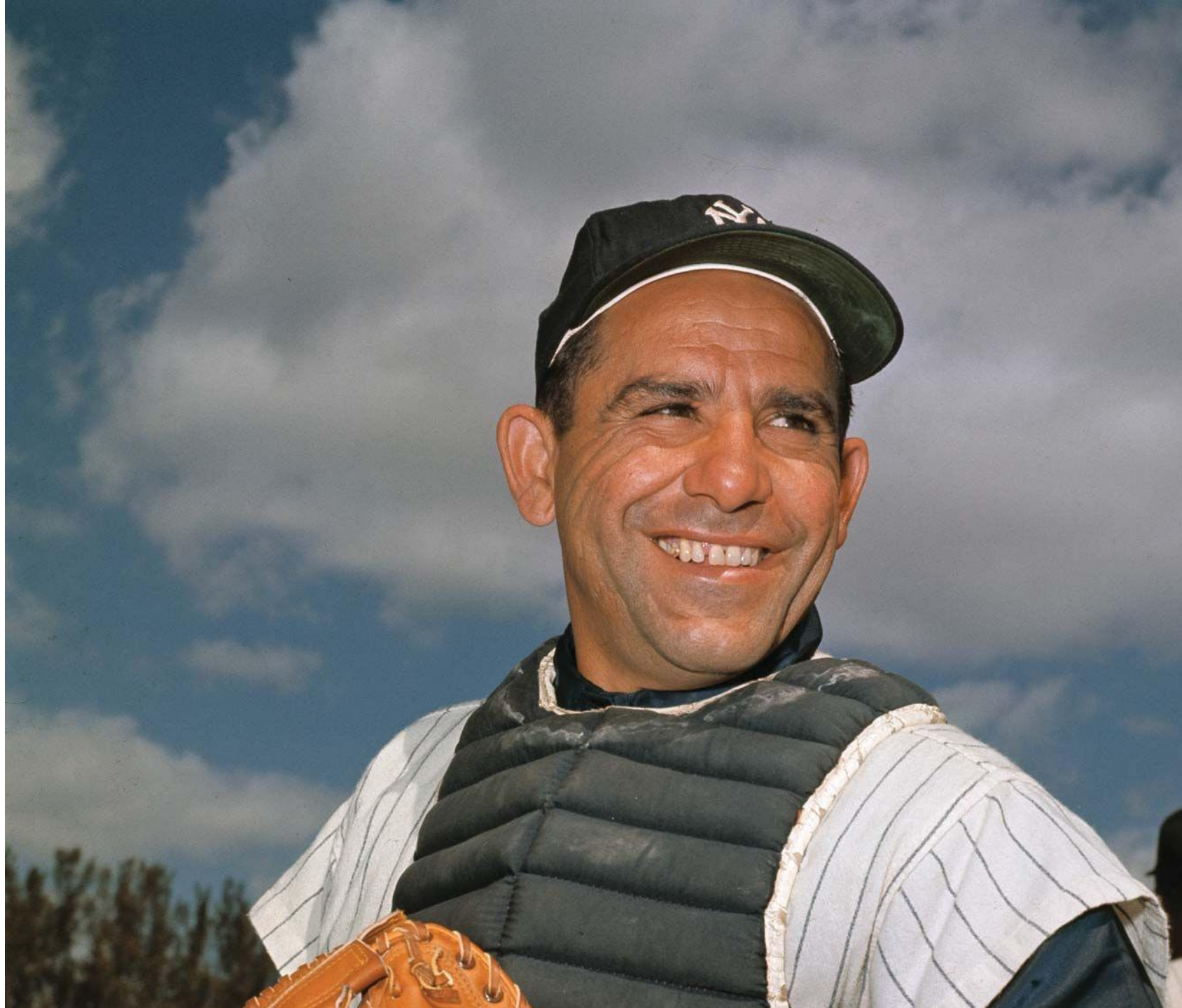
If you don't know
where you are going,
you might wind up
someplace else.

- Yogi Berra

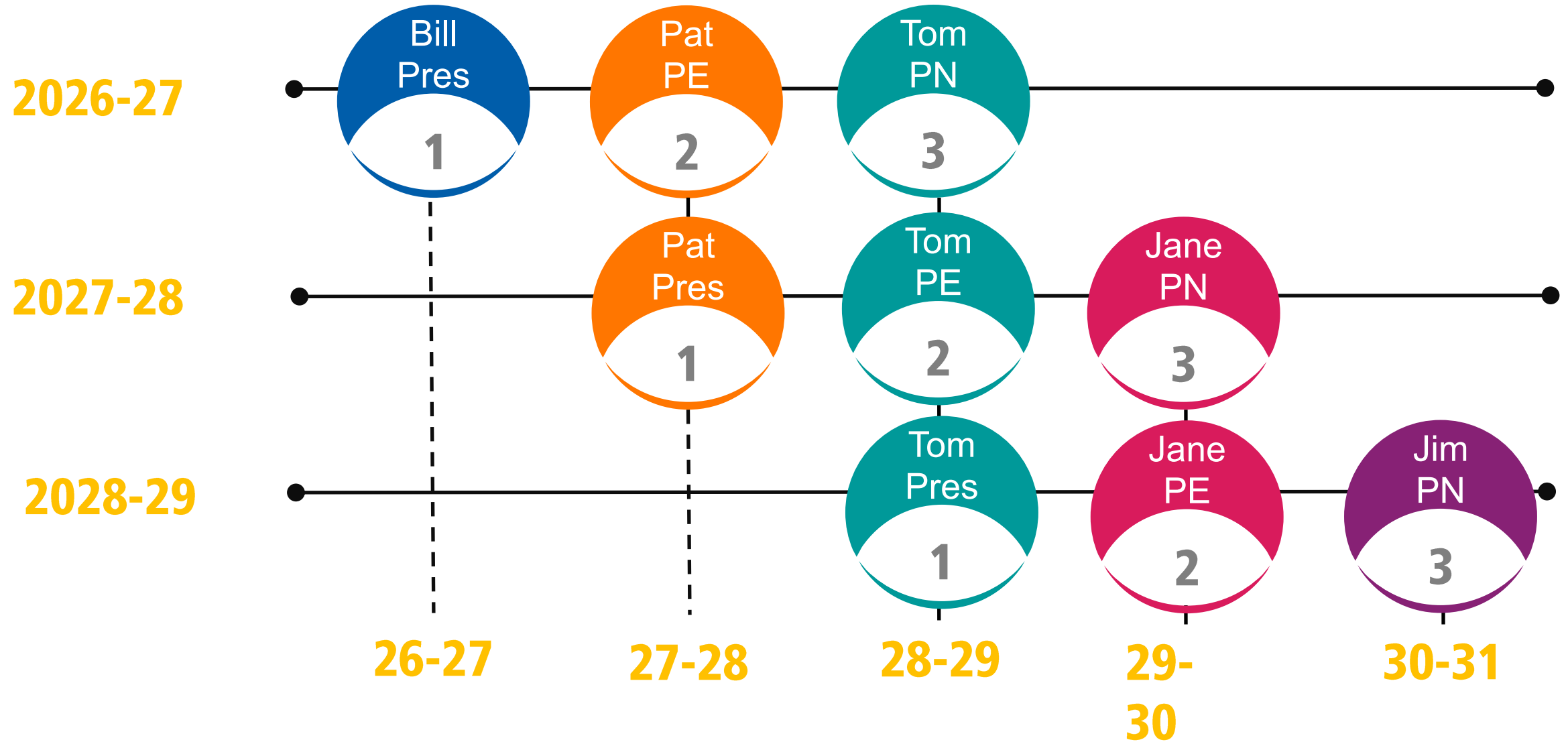
Rotary



Zones 25B & 29



3 YEAR ROLLING PERIOD



PRIORITY GOALS

ALL CLUBS SHOULD SET THE FOLLOWING
PRIORITY GOALS FOR THE NEXT 3 YEARS:

Enhance Participant Engagement

Goal #1: Service Participation

Expand Our Reach

Goal #2: Club Membership

Increase Our Impact

Goal #3: PolioPlus Contributions

Goal #4: Annual Fund Contributions

Goal #5: Endowment Benefactors

Increase Our Ability to Adapt

Goal #6: Create or Update Club Strategic Plan

CLUB EXCELLENCE AWARD

Set targets for up to 26 goals

Achieve at least 13 of those goals

Report achievements on Rotary Club Central
by June 30, 2027

rotary.org/actionplan





Any **QUESTIONS?**

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