

The **ROTARY ACTION PLAN**



Facilitator:

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Why Strategic Planning?

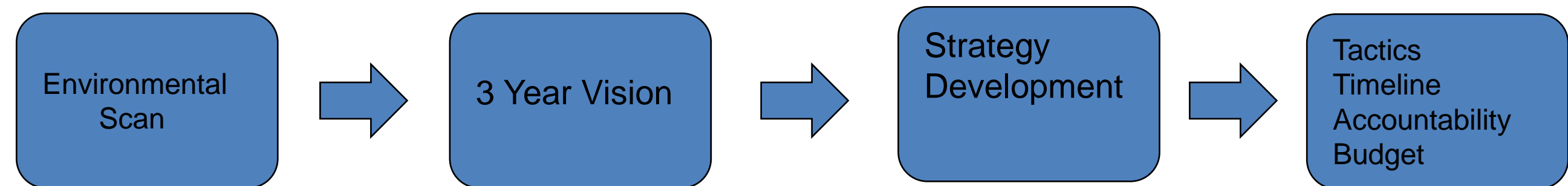
If you do what you've always done...



The
ROTARY ACTION PLAN

Effective Strategic Planning...

- Focuses on Outcomes rather than Activity
- Provides Structure for Decision-making
- Translates Analysis into Action



The **ROTARY ACTION PLAN**



IMPACT

Make decisions grounded in evidence.

REACH

Be inclusive, engaging, compassionate, and ambitious on behalf of the world.

ENGAGE

Create meaningful relationships across decades and continents.

ADAPT

Seek new perspectives and new ideas that can strengthen Rotary and create lasting change.

Increase Impact

Breakout:

What is your club doing for or with your community?

How are you measuring the impact?





Expand Our Reach

Club membership ★ Priority

[Hide goal details and history](#)

How many total members does your club want by the end of the Rotary year?

Service participation ★ Priority

[Hide goal details and history](#)

How many members will participate in club service activities during the Rotary year?



Increase Our Ability to Adapt

Strategic plan ★ Priority

[Hide goal details and history](#)

Does your club have an up-to-date strategic plan?



Increase Impact



Enhance Participant Engagement



Expand Our Reach

Breakout:
What is your club doing to reach new audiences?





Increase Impact



Enhance Participant Engagement



Expand Our Reach



Increase Our Ability to Adapt





BONUS QUESTION...

*WHAT ONE CHANGE
– PRACTICAL AND IMMEDIATE –
WILL IMPROVE YOUR SUCCESS IN THE
NEXT YEAR?*



Resources

Thank You!



Rotary Leadership Institute