

## Ensure Your Club's Future by Creating an Action Plan

(This document for use by Facilitator, DGE, AG or Action Plan Champion –

**Note: The following was developed to address common questions and items of concern. Feel free to adapt and modify as you'd like.)**

You are about to step into one of the most fantastic leadership roles of your life – Becoming a Rotary Club President. This mantle of leadership affords you the opportunity to set your club on a path proving that no single action is too small, and no great idea is too big. You will create a path for your club to take action in bettering the world through humanitarian service.

Setting specific goals is key to driving your club's impact and success! They define your relevancy to your community and the world as a whole. By setting clear, ambitious, yet achievable goals, you as Club President-Elect empower your team with dynamic purpose and focus.

These goals as defined in your Club's Strategic Plan act as a roadmap, making it easier to track progress, celebrate wins, and identify areas that need more attention. Setting and monitoring goals leads to greater achievement, engenders club member buy-in to fundraising and service activities, and enhances member satisfaction.

Membership growth is especially important. Growing membership isn't just about numbers; it's about building a stronger network of support, creating greater community impact, and elevating your club's legacy of leadership in your community.

Setting these goals for multiple years fosters collaboration and consistency from year to year and assures your club's leadership work together on sustained efforts over time. Agreeing on common goals will allow everyone to focus on attaining the same goals. A united vision and agreed upon goals lead to maximum unity of action.

Through this process, you will inspire both current and future members, attract new talent, and secure resources that assist your club in making a lasting difference.

Setting realistic goals and meeting them is not easy. In fact, it is hard. The need for humanitarian services that Rotarians provide is great. Only by committing to the hard work of setting realistic goals and then meeting them will Rotarians maximize their efforts to meet humanitarian service needs. You are up to the task! The 3-Year Rolling Goals exercise will give you a roadmap to success in strengthening your club to make the world, your community and your Rotarians better in every way.