

# ROTARY'S ACTION PLAN AND YOU

This *Rotary's Action Plan and You* textbook is partly extracted from RI online Learning Center course. Please visit the Rotary Learning Center for further information needed on the Rotary website: [Rotary.org](https://www.rotary.org)

Translating Committee  
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# Rotary’s Action Plan and You

## Course Description

Learn how Rotary’s Action Plan can help your club increase its impact, expand its reach, better engage its members, and keep adapting to a changing world. Our research shows that clubs that develop and follow a strategic plan are stronger than clubs that don’t. Their members are more satisfied and view their clubs and Rotary more positively.

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# Our Action Plan

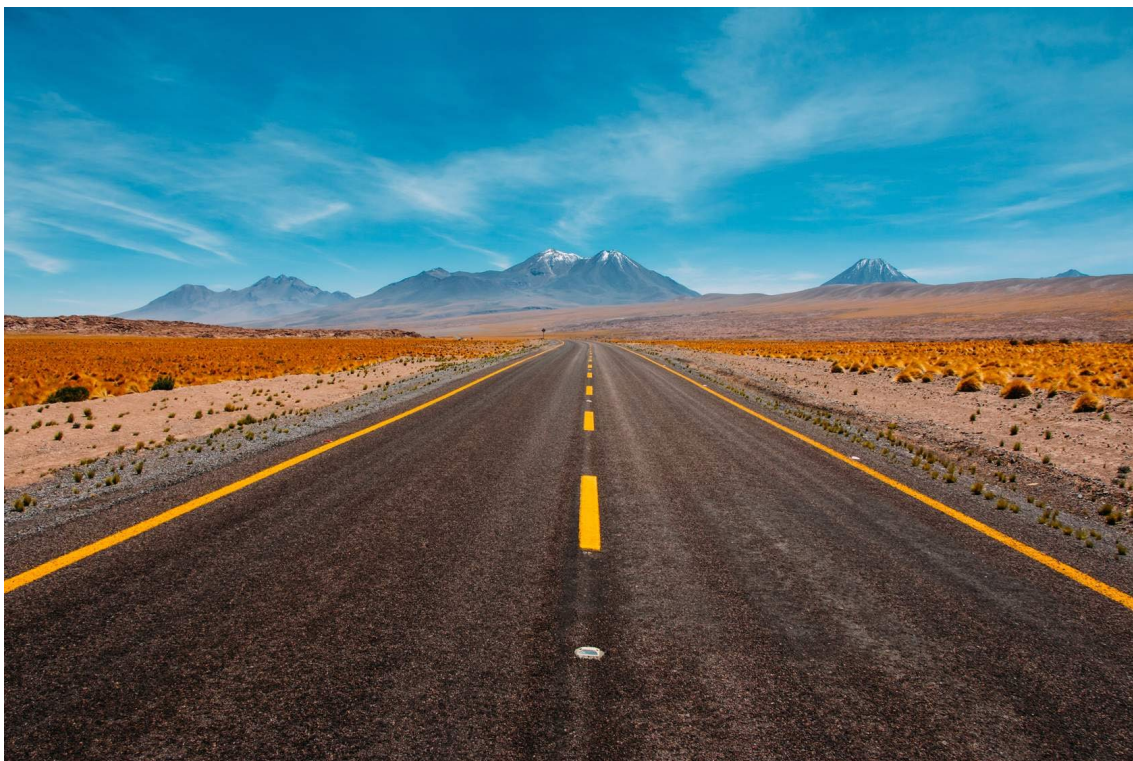
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## Our vision

We all have different stories about what brought us to Rotary and what keeps us in Rotary. But we have a common bond:

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

To achieve our vision now and in the future, we need a plan. Our plan should support our current members and also attract new members and participants. Rotary's strategic plan, which we call our Action Plan, is our strategy for making sure that we are essential to our communities and to the world.



## Our Action Plan

Our plan will guide us. It draws on the knowledge and skills we've developed in our professional lives and encourages us to use our collective imagination to bring fresh ideas to our organization. The four priorities of our Action Plan are below.

Select each card to read more.

### Increase our impact

How can we do more good in the world — good that changes lives?

### Expand our reach

How can we attract more people to Rotary? How can we involve those who are not yet working with us?

### Enhance participant engagement

How do we make our organization welcoming to all and worth people's time?

### Increase our ability to adapt

How do we stay relevant in a rapidly changing world?

## Our priorities

We developed our priorities based on the ideas and hopes of current and former members, leaders, and program participants. We also asked for opinions from the public in 15 countries around the world. When we asked people what would motivate them to join a service organization, they told us:

- A sense of purpose and the opportunity for community service
- Causes that are important to them
- An established reputation
- Programs that make a difference locally

In response, Rotary set four priorities, along with objectives for each, to work on from July 2019 to June 2024.

Select each plus sign to read more.

### **Increase our impact**

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

### **Expand our reach**

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

### **Enhance participant engagement**

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

### **Increase our ability to adapt**

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

Now, consider what you can do to start implementing our Action Plan.

# What can you do?

If we all work on our priorities and objectives, we can make a difference together.



## Increase our impact

How will you help increase our impact?  
Before you begin, consider what we mean by impact: the long-term effects or end results of a program or project.

Learn more about how to make an impact by understanding what leads to it. With a literacy program as an example, click and drag the actions on the left to match them with the components of a project on the right.

1) The materials used in the program	A) Inputs
2) The increase in graduation rates in the community	B) Outputs
3) The number of people who complete the program	C) Outcomes
4) The number of people who learn to read from the program	D) Impact

Answers:

1) - , 2) - , 3) - , 4) -

## Measuring impact

When you think about a project or program, consider what goes into it and what comes out of it:

- INPUTS are the resources invested.



- **OUTPUTS** are the immediate results.
- **OUTCOMES** are the short-term or intermediate results.
- **IMPACT** is the long-term effects or end results.

Thinking in these terms may help you to assess a project's possible impact and avoid focusing only on the resources you're using or on short-term results.

Now apply these concepts to a project that aims to lower the number of children in a community whose deaths are linked to diarrhea.

1) Five hundred students learn to sing a short song twice while washing their hands.	A) Inputs
2) Deaths linked to diarrhea decrease by 20%.	B) Outputs
3) 5% more children enter secondary school.	C) Outcomes
4) Five hand washing stations are installed at a school.	D) Impact

Answers:

1) - , 2) - , 3) - , 4) -

As you think about how your club can increase its impact, take inventory of what you're doing now. Which activities have a bigger impact, and which have a lesser impact? Stop doing the ones that don't have much impact so you can focus on activities that make more of a difference.



## Expand our reach

How can your club help Rotary build connections? How can your club reach new audiences?

Select the tabs below to read more.

## **Invest in relationships**

Which organizations have the biggest impact in your community? Does your club have relationships with these organizations? Do you do projects with them? Get to know their leaders. If the organizations share our values, find opportunities to work with them.



## **Be open and welcoming**

How are guests and new members treated in your club? Are they welcomed warmly and encouraged to participate? Do all members have a say in club projects, meetings, and social activities? Are members of the community involved in projects and events?

## **Diversity**

As you look for community leaders and professionals who share our values, make an effort to talk with those who are different — by profession, age, gender, ethnicity, race, religion, socioeconomic class, or abilities — because they will be able to offer different ideas, skills, and resources.



## **Build awareness of our brand**

Do people in your community know what your club does locally? Do they understand the personal growth that members and other participants get from hands-on service? Telling our Rotary stories gives people hope that the world can change for the better and invites them to imagine themselves as part of that change.



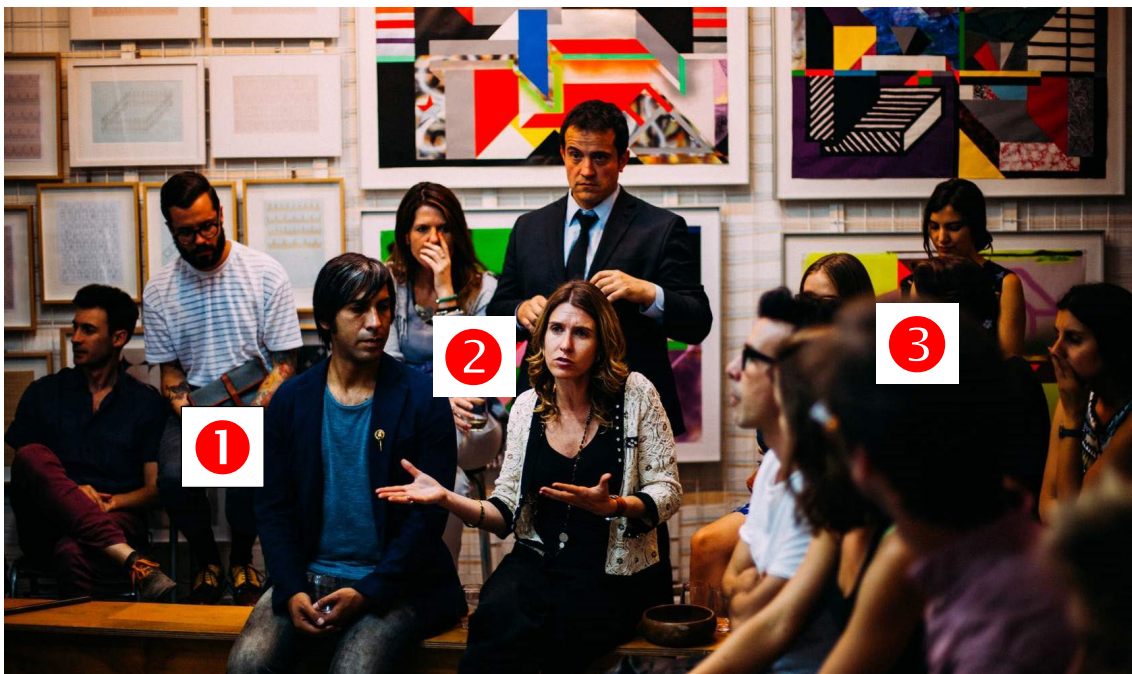
To expand our reach, we need to demonstrate that we value the talents and ideas of our partners and new members.



## Enhance participant engagement

What can you do to improve how engaged people are with us? How can you make sure members have meaningful opportunities to grow, personally and professionally, throughout their lives?

Select each plus sign to read more.



### 1 Listen to members

Rotary is engaging to people only when they find value in it. This requires us to listen to feedback from members, participants, and the community and make adjustments to create an experience they'll find compelling.

### 2 Provide opportunities

Through Rotary, many people have learned leadership skills, from planning and delegating to public speaking and managing the work of volunteers. Sometimes, this happens through structured learning. Most often, it's through a project or a role they take on for their club or

district. Offer people such opportunities, and support those who take them so their experience will be positive and they'll want to become even more involved.

### 3 Stay in touch

Consider everyone who encounters Rotary to be a participant. Encourage them to stay involved whether or not they join your club, so they'll feel valued – and inspired to support Rotary activities.

Enhancing participant engagement means considering how every encounter is an opportunity to demonstrate what Rotary can do for them — as individuals and as members of our communities.



### Increase our ability to adapt

How can you help Rotary adapt more quickly to a changing world? How can you bring in new perspectives to strengthen Rotary and help prepare for change?

Select the tabs below to read more.

### Try new ideas

Allocate funds to do something new — a project, a social gathering, or an activity during your regular club meeting. If it's successful, expand the activity and try it in other situations. If it's not, learn what you can from it and move on to your next new idea.







### **Streamline structures**

Look at your club's leadership structure and administrative processes. Determine what is outdated and should be changed, what can be eliminated, and what you do especially well. Make adjustments to take advantage of new technology and other developments.

### **Involve a bigger group**

Do only 20% of the club members — at most — make all the decisions? Ask more members, program participants, and community members to offer their ideas and opinions. When more voices are part of the decision-making process, we can accomplish more.



Look for fresh opportunities, try new ideas, and take risks to achieve our vision.

# What's next

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Consider how you can use the priorities of Rotary's Action Plan to strengthen your own club, making it more welcoming and more effective.

- ☐ Develop a strategic plan for your club, or update your current one. Use the Strategic Planning Guide included in this course.
- ☐ Look for inspiration in the list of ideas in Rotary's Action Plan: What Clubs Can Do, included in this course.
- ☐ Explore the Action Plan more at [rotary.org/actionplan](https://rotary.org/actionplan).