

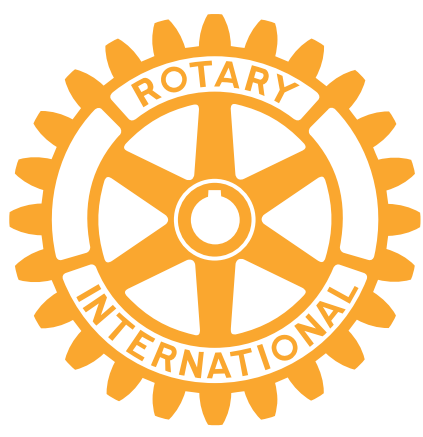
INCREASE OUR IMPACT

- **ROTARIANS** invest volunteer time and financial resources
- **WE** need to do a better job of measuring results of work
- **ATTRACTING** members, partners and donors for our programs and showing evidence of lasting impact.

HOW:

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

"TOGETHER we see a world where people UNITE and take action in our COMMUNITIES and in ourselves."



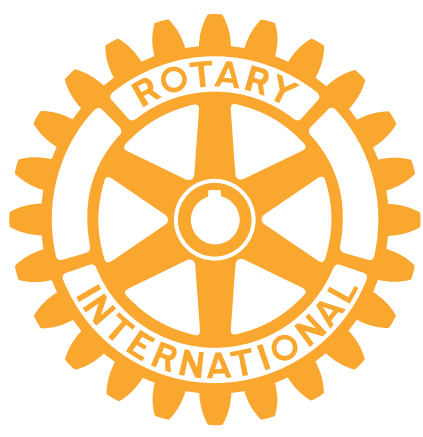
EXPAND OUR REACH

- **GROW** and Diversify our membership and participation
- **CREATE** new channels into Rotary
- **INCREASE** openness and appeal
- **BUILD** awareness of our impact and brand

HOW:

- Create new opportunities for more people and organizations to get involved.
- Expand current structure with innovative models that welcome more participants
- Extend global reach
- Provide meaningful opportunities to unite and take action

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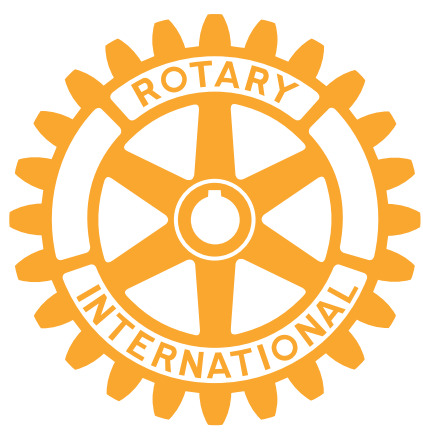
ENHANCE PARTICIPANT ENGAGEMENT

- **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

HOW:

- Support clubs' effort to deliver an experience that engages and retains members (meet in different locations,
- Offer different types of meetings, traditional, happy hour, meet at least once per month, but not every week.

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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

HOW:

- Build a culture that accepts risk taking
- Evaluate changes
- Measure impact of change,
 - New members
 - Better attendance
 - Variation in age...more younger
 - Partner with other groups on project – Lions, Kiwanis, etc.

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