



STRATEGIC PLAN

VISION

The service organization of choice with dynamic, action-oriented clubs whose contributions improve lives in communities worldwide.

MOTTO *Service Above Self*

SUPPORT AND STRENGTHEN CLUBS

- Foster club innovation and flexibility
- Balance activities in all four Avenues of Service
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Extend Rotary
- Encourage strategic planning at club and district levels

FOCUS AND INCREASE HUMANITARIAN SERVICE

- Eradicate polio
- Increase sustainable service focused on
 - Youth and young adult programs
 - The Rotary Foundation’s six areas of focus
- Expand strategic partnerships and cooperative relationships
- Create significant projects both locally and internationally

ENHANCE PUBLIC IMAGE AND AWARENESS

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

CORE VALUES *Service, fellowship, diversity, integrity, and leadership*

MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

The RI Board of Directors recently adopted a revised strategic plan for the organization that focuses on promoting three elements essential to Rotary's future: strong clubs, effective service, and a unified and recognized brand. Effective 1 July 2010, the revised plan consolidates the number of priorities from seven to three, each of which has a set of related measurable goals. The strategic plan is monitored regularly and revised as needed. Most aspects of the 2007 endorsed plan have been incorporated in the 2010 revision.

In 2009, the Strategic Planning Committee conducted an extensive review and evaluation of the RI Strategic Plan as required by the Council on Legislation. The review included surveying 14,000 Rotarians worldwide, conducting focus groups of Rotarians and non-Rotarians to assess Rotary's image, and analyzing the organization's strengths, weaknesses, opportunities, and challenges in relation to its mission, vision, and strategic priorities.

Reflecting the findings of this research, the revised plan is designed to

- **Take a back-to-basics approach** by recognizing the fundamental importance of the individual clubs and RI's strong commitment to supporting them
- **Unify the strategic direction** of RI and The Rotary Foundation by emphasizing high-impact service activities within the Foundation's six areas of focus
- **Address the well-documented need** to clarify the organization's image by showcasing the results of Rotary's action-oriented service to the world at large

Moving forward, the plan will serve as a blueprint for developing tactical plans to achieve the organization's goals and a measure for monitoring progress. The Board of Directors, in coordination with the RI Strategic Planning Committee and the general secretary, will develop the details to implement the plan over the next three Rotary years. The plan will include key performance indicators, timelines, resources, and ownership.

A Strategic Planning Guide, the Club Leadership Plan, and the Planning Guide for Effective Rotary Clubs are available at www.rotary.org.

Check the Rotary website for updates,
news, announcements, and additional information.

Send your questions or comments to
the Strategic Planning Office at spo@rotary.org.