

# The **ROTARY ACTION PLAN**

## STRATEGIC INITIATIVES

### INCREASE OUR **IMPACT**



Developing a consistent set of best practices and tools for measuring and sharing Rotary's impact.



Rolling out Programs of Scale to provide us with a new framework for thinking about how we bring about change in the world.



Developing an evaluation framework that will help us make objective recommendations about what we should continue doing, start doing, or stop doing.

### ENHANCE **PARTICIPANT ENGAGEMENT**



Taking a participant-centered approach—making sure our members and other participants know we value what they bring to Rotary.



Looking at ways to measure member engagement and satisfaction so we can better understand what people are getting out of their Rotary experience.

### INCREASE OUR **ABILITY TO ADAPT**



Using change management strategies throughout Rotary, from the Secretariat to the club level, to tackle operational issues and become more agile and responsive.

### EXPAND OUR **REACH**



Developing a comprehensive plan of action with achievable, measurable, and meaningful DEI outcomes for Rotary.

Piloting and evaluating new products and alternative participant models so that people can join and take action with us, wherever they live.

Learn what your club can do at [rotary.org/actionplan](https://rotary.org/actionplan)