



TOGETHER, WE SEE A WORLD WHERE PEOPLE UNITE AND TAKE ACTION TO CREATE LASTING CHANGE — ACROSS THE GLOBE, IN OUR COMMUNITIES, AND IN OURSELVES.

PRIORITY

2

**EXPAND
OUR REACH**

People of action activate and inspire others, giving them hope that the world can change for the better — and that they can be part of that change. We know there are many people seeking both a greater sense of purpose and the kind of person-to-person involvement the digital realm can't provide. We have what it takes to be their first choice.

What does “Expand Our Reach” mean?

If more people affiliate with Rotary — not just as members but also as participants and partners — we'll grow our capacity to make an impact. This priority focuses on how we can share our values with new audiences, create new ways to bring people together to experience the power of Rotary, and prove we are an organization that's inclusive, engaging, compassionate, and ambitious on behalf of the world.

Why are we doing this?

People around the world know about Rotary. In fact, when we surveyed people in 15 countries, we found that of the world's leading social service organizations, we're among the top three in terms of awareness.

But only 35% of respondents saw Rotary as an organization for people like them. And just 25% of people surveyed said they knew someone in Rotary.

If we want Rotary to prepare the next generation to lead, we need to make sure they feel welcome and at home here — and that means diversifying both our leadership and our approach. We need to start by looking at all the ways we're engaging with our communities, and by opening up new channels into Rotary for people from all backgrounds.

**Priority 2:
Expand Our Reach**

continued

What does this mean for Rotary International?

Rotary is already at work developing new products and alternative participant models so that people can join and take action with us, wherever they live. We're partnering with Toastmasters International to help our members become more effective leaders and communicators, in their places of business and anywhere else they're needed. And we offer satellite clubs, family memberships, and other flexible club options to help attract and retain members from all walks of life.

We're also updating Rotary membership tools and resources to better help clubs engage more broadly and inclusively, and use social networks more effectively.

And we're conducting research with our Rotaractors. They're energetic, passionate, and community-minded young professionals, and it's important to know what they want from Rotary, and how we can attract others like them.

What does this mean for me? How can I take action?

There are many ways people connect. Look around your community and think about who the other leaders are — keeping in mind that there are many different ways to be a leader. How can you start a dialogue with them?

Reach out to people who are connecting to others through shared interests — whether it's through book clubs, arts organizations, or groups that celebrate different ethnic or cultural identities.

Keep working with your longstanding partners like schools and the local chamber of commerce, but also look for other organizations and networks you can tap into and collaborate with.

Hold more family-friendly events. This conveys a powerful message about Rotary's openness as an organization and allows more members of your community to participate.

And remember: regularly update your club's website and social media pages so people know all the great things your club is doing in the community.

*We've spent over a century leading one another to a great purpose.
Let's build connections and opportunities that will allow people who
share our drive to do the same.*

Be part of the Action Plan:
rotary.org/actionplan

