



## How to start a new Rotary Action Group

Rotary Action Groups provide assistance and support to clubs and districts in implementing large-scale community development and humanitarian service projects. They comprise Rotary members and any interested individual who have expertise in and a passion for a particular type of service. For general information on Action Groups, please visit [www.rotary.org/actiongroups](http://www.rotary.org/actiongroups).

New proposed Action Groups are subject for review by the RI Board of Directors for recognition. RI has rigorous expectations for new proposed Action Groups so you should plan to take plenty of time to build support for your idea and develop a strong proposal. You may wish to discuss your idea with some of the [existing Action Groups](#) to gain insight into the details of managing an international group, especially on matters such as appropriate membership dues, communication between members, and election and changeover of officers. Addressing these administrative issues early on can help to ensure the long-term viability of an Action Group.

Action Groups are run independently of Rotary International but as RI-recognized entities, Action Group activities must be in harmony with RI policy. Rotary Action Groups may not be used to promote religious beliefs, political issues, or other non-Rotary organizations, or for the sole purpose of advocacy. Prospective groups are asked to clearly indicate that they are “proposed” or “in formation” on any web or promotional materials. The logo lockup template on the [Rotary Brand Center](#) can be used to create the standard logo for recognized Action Groups and [visual identity guidelines for Action Groups](#) can be downloaded from Rotary.org. Any non-standard logos must be submitted to RI for approval before use. Branding guidelines

To apply to become an Action Group, prospective groups must first:

- 1) Secure at least 50 prospective members representing at least five countries and three zones, who share a common interest in a specific worthwhile service activity that advances the Object of Rotary.
- 2) Complement the service activities of Rotary members, clubs and districts
- 3) Not conflict with the purposes of an existing Rotary Action Group or Rotary program.
- 4) Not promote religious beliefs, political issues, non-Rotary organizations, or solely focus on advocacy
- 5) Be organized in accordance with RI policy.
- 6) Submit an [online application](#) and attach:

**a. A detailed strategic plan that includes**

1. An overview of the group's organizational structure demonstrating capacity to partner with clubs and districts on projects at a global scale
2. Outline of the group's service goals with anticipated action items under each goal
3. Explanation of the types of projects the group intends to support or conduct
4. Description of the founding members' expertise in the subject (provide short biographies of at least ten founding members whose expertise and/or experience align with the subject-matter of the proposed Action Group)
5. Description of capacity to assist with international global grants
6. Explanation of members without leadership roles will be actively engaged in the group

## **b. A communication plan detailing**

1. How the group will communicate with existing members
2. How the group will recruit prospective members
3. How the group will communicate with club and district leaders to offer support with projects
4. How the group will promote itself to the broader Rotary world beyond the RI Convention

To be considered by the RI Board for recognition, you must submit an [online application](#), along with a list of prospective officers, a strategic plan and a communication plan (as described in point 4 above), and a copy of the standard bylaws for Rotary Action Groups, filled out and endorsed by your group.

After a preliminary review by staff and the Board of Directors will review your proposal at its next available meeting. At any point during this process, suggestions may be offered to you and additional information may be requested from you. After the Board has an opportunity to consider your group for official recognition we will advise you of its decision. Please note that groups denied recognition may not reapply for a period of two years.

To help you get started, please review the following resources:

- [RI's current policies for Rotary Action Groups \(RI code, Section 42.020\)](#)
- [The standard bylaws for Rotary Action Groups](#), which all RAGs must adopt
- A [sample application form](#) to view before submitting your application online

For a list of current Rotary Action Groups, visit [www.rotary.org/actiongroups](http://www.rotary.org/actiongroups).

For questions, contact [actiongroups@rotary.org](mailto:actiongroups@rotary.org)