



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

1

**INCREASE
OUR IMPACT**

People of action are effective problem-solvers.

Why do Rotarians achieve so much? We invest in relationships. We make decisions grounded in evidence. We know how to mobilize our networks to create solutions that last. And we're always learning from our experiences in projects, clubs, and careers.

What does "Increase Our Impact" mean?

We all want Rotary to have an enduring global legacy: one of lasting change in communities and lives changed for the better around the globe. But unlike many contemporary organizations engaged in humanitarian service, we haven't yet fully embraced a data-driven culture, nor have we adopted a consistent approach to measuring impact.

This priority focuses on building the practices, infrastructure, and capacity needed to define, measure, track, and analyze data from our service projects in a much more effective way. It also means making sure we're focusing our efforts, attention, and resources in the most meaningful ways.

Why are we doing this?

We know that current and potential partners, younger Rotarians, participants, and, increasingly, donors want to see clear, tangible proof of impact. Fortunately, many of us have experience in our professional lives measuring impact against specific objectives. We can also draw from our data-driven experiences fighting polio to create metrics that can be applied in pursuit of our other goals: promoting peace; fighting disease; providing clean water, sanitation, and hygiene; saving mothers and children; supporting education; protecting the environment; growing local economies; and so much more.

**Priority 1:
Increase Our Impact**

continued

What does this mean for Rotary International?

Over the next several years, Rotary will invest in:

- Continuing our effort to eradicate polio and using lessons learned in this effort to shape approaches to measurement and evaluation in our other areas of focus
- Evaluating our programs and offerings to ensure we are directing our efforts toward those that have the most impact
- Identifying expertise and a methodology for measurement that is appropriate for Rotary, along with tools and frameworks needed for evaluating our project work

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

Every club and district, along with all of their members and participants, can significantly increase impact by gaining a greater sense of focus. Try collecting more information on community needs and conducting pre- and post-activity evaluations. This will give you a better sense of where and how you can create measurable, lasting change that will be meaningful to the communities you serve.

These facts and details will also allow you to tell compelling stories of how your club or district can help make a difference. Sharing these stories can help you attract like-minded leaders to your club, form new partnerships, and build a stronger and more diverse network of people to collaborate with on bigger projects.

What will be your club's or district's legacy? The answer starts with defining and measuring the impact you have on your community. Use that information to choose projects that offer the most value to your community and to improve those projects to have more impact over time.

*Together, we can seek out new ways to translate our expertise into making a difference — in our communities and across the globe. **Let's prove that our impact on the world has only just begun.***