



ROTARY INTERNATIONAL STRATEGIC PLAN

VISION

We will be the service organization of choice with dynamic, action-oriented clubs whose contributions improve lives in communities worldwide.

STRATEGIC PRIORITIES

SUPPORT
AND
STRENGTHEN
CLUBS

FOCUS AND
INCREASE
HUMANITARIAN
SERVICE

ENHANCE
PUBLIC IMAGE
AND
AWARENESS

CORE VALUES SERVICE | FELLOWSHIP | DIVERSITY | INTEGRITY | 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 GOALS FOR **SUPPORT AND STRENGTHEN CLUBS** ARE:

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

THE GOALS FOR **FOCUS AND INCREASE HUMANITARIAN SERVICE** ARE:

- Eradicate polio
- Increase sustainable service focused on
 - New Generations Service programs
 - Our six areas of focus
- Expand strategic partnerships and cooperative relationships
- Create significant projects both locally and internationally

THE GOALS FOR **ENHANCE PUBLIC IMAGE AND AWARENESS** ARE:

- 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