Together we see a world where people unite and take action to create lasting change across the globe in our communities and in ourselves.

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

**Rotary’s Strategic Priorities and Objectives**

**Increase Our Impact**
- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

**Expand Our Reach**
- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary’s openness and appeal
- Build awareness of our impact and brand

**Enhance Participant Engagement**
- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

**Increase Our Ability to Adapt**
- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making
The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn’t changed is a need for the values that define Rotary:

FELLOWSHIP  
INTEGRITY  
DIVERSITY  
SERVICE  
LEADERSHIP

By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.

Rotary

rotary.org/actionplan