ROTARY’S VISION STATEMENT

TOGETHER PEOPLE 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**

<table>
<thead>
<tr>
<th>INCREASE OUR IMPACT</th>
<th>EXPAND OUR REACH</th>
<th>ENHANCE PARTICIPANT ENGAGEMENT</th>
<th>INCREASE OUR ABILITY TO ADAPT</th>
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<tbody>
<tr>
<td>Eradicate polio and leverage the legacy</td>
<td>Grow and diversify our membership and participation</td>
<td>Support clubs to better engage their members</td>
<td>Build a culture of research, innovation, and willingness to take risks</td>
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<td>Focus our programs and offerings</td>
<td>Create new channels into Rotary</td>
<td>Develop a participant-centered approach to deliver value</td>
<td>Streamline governance, structure, and processes</td>
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<tr>
<td>Improve our ability to achieve and measure impact</td>
<td>Increase Rotary’s openness and appeal</td>
<td>Offer new opportunities for personal and professional connection</td>
<td>Review governance to foster more diverse perspectives in decision-making</td>
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<td>Build awareness of our impact and brand</td>
<td>Provide leadership development and skills training</td>
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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.org/strategicplan