Message from the President

In Rotary, service is not a destination; it is a journey. And in the journey of Rotary service, as in any other journey, you’re always better off if you’ve got a map!

The RI Strategic Plan is the map for our Rotary service. It helps us see the big picture: not just the roads and the streets, but the hills and the valleys, the oceans and the mountains. It shows us not just where we are today and where we hope to be tomorrow, but where we want to be heading down the line.

All of us seek a Rotary that will attract more members, and do even more good work. Our goal is not just building a better world—it’s enjoying the journey, and encouraging others to join us! Our Strategic Plan is just one of the ways to help us reach that goal, and Light Up Rotary.

Gary C.K. Huang
RI President, 2014-15
Why have a strategic plan?

Every organization needs a road map that marks where it wants to be in the future and shows how to get there. In Rotary’s case, annual changes in leadership make this need even greater. The Rotary Strategic Plan keeps us on track to meet our most important goals while preventing the tendency to change course when new leaders take office.

In 2009, we asked thousands of Rotarians to weigh in on Rotary’s future. The following year, the Rotary International Board of Directors adopted a strategic plan with three priorities that directly reflect the Rotarians’ responses:

- Support and strengthen clubs
- Focus and increase humanitarian service
- Enhance public image and awareness

When we surveyed another random sample of members in 2012 and again in 2014, Rotarians continued to express strong support for these three strategic priorities and endorsed the goals under each priority at a rate of more than 95 percent.
How are we doing?
Our strategic plan is providing a springboard for some exciting innovation to help our clubs thrive. For example:

- Rotary Club Central is a new online tool that offers an easy way for clubs to set goals and track their progress. In 2013-14, 14,947 clubs used Rotary Club Central to set goals. Has your club signed up yet?

- Our redesigned website features discussion groups where members can connect with each other and exchange ideas. Over 133,000 users have registered for the member website, My Rotary, as of July. Join the conversation by registering at www.rotary.org/myrotary.

- Rotarians around the world have developed regional membership plans that offer a host of best practices to help us reach our goal of 1.3 million members. Look for your region’s plan on www.rotary.org.
Our strategic plan is providing a springboard for some exciting innovation to help our clubs thrive.

- Rotary’s new grant model, which was launched 1 July 2013, provides larger grants for more focused, sustainable projects that have greater impact. Clubs and districts received 847 global grants with total funding of over $51 million in the 2013-14 year.
- The Strengthen Rotary initiative is helping Rotarians present a contemporary and consistent public image. Look for the voice and visual identity guidelines and tools in the brand center now available on www.rotary.org.
- The site ideas.rotary.org provides a place to seek financial support and volunteers for your club and district projects. It’s a great way to get some extra help.
- Rotary and its partners are on-track to seeing polio eradicated for good by 2018. The number of polio cases in the remaining polio-endemic countries – Pakistan, Afghanistan and Nigeria – was down nearly 85% compared to the same time last year. We are so close to ending polio. Join Rotary and take action in the fight to end polio at endpolio.org
Create a strategic plan for your club. Clubs with strategic plans report greater success attracting and engaging members and achieving a positive public image.

What can you do?

Rotary can’t reach its goals without you. We can provide tools and resources, but it’s up to our 34,000 clubs and each one of you to keep Rotary strong and relevant. Here are just a few of the ways that you can keep Rotary on track for success:

- Review the membership plan for your region and put the best practices to work attracting and engaging members.
- Register at My Rotary to connect with other Rotarians and keep up with the latest Rotary news.
- Use logos and colors from the brand center in your signs and digital and print communications to make Rotary more visible in your community. Contribute to End Polio Now. Every dollar you give will be matched with $2 from the Bill & Melinda Gates Foundation.
• Contribute to End Polio Now. Every dollar you give will be matched with $2 from the Bill & Melinda Gates Foundation.

• Make sure your club has registered on Rotary Club Central and use its tools to help achieve your goals.

• Share your service successes by posting your projects on Rotary Showcase.

• Become an advocate for polio eradication. Go to www.endpolio.org to find out how.

• Measure your impact. Data on numbers of beneficiaries, volunteer hours, and money raised can attract funding and volunteers to your club’s future projects. And it can help Rotary International tell a more powerful story.

• Create a strategic plan for your club. Clubs with strategic plans report greater success attracting and engaging members and achieving a positive public image.
OUR VALUES IN ACTION

Through **fellowship**, we build lifelong relationships that promote greater global understanding.

With **integrity**, we honor our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our vocational expertise, **service**, and **leadership** to tackle some of the world’s greatest challenges.