

The **ROTARY ACTION PLAN**

IMPACT **REACH** **ENGAGE** **ADAPT**

Rotary
Pacific Northwest PETS 

1

The **ROTARY ACTION PLAN**

A strategic framework to help Rotary create positive, lasting change in communities and people worldwide.

Rotary 

2

Key Outcomes...

- Start with a VISION that is clear
- Take action to create lasting IMPACT
- REACH all who need and all who would serve
- Focus on the experience to ENGAGE our members
- Ready to react, ready to change, ready to ADAPT



3



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

4



Realizing our vision,
requires a strategy.

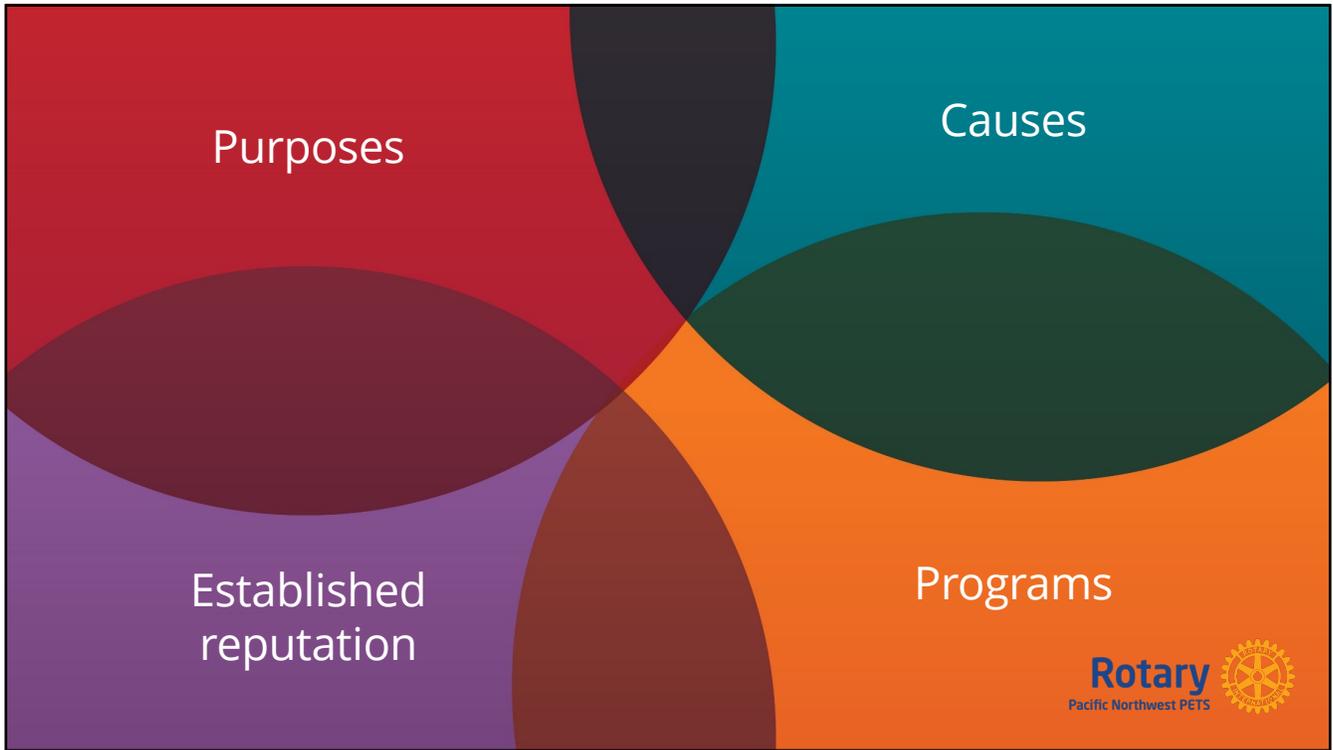


5

Why join a service organization?



6



7



8



9

ACTION PLAN PRIORITY 1:

INCREASE OUR IMPACT

Rotary Pacific Northwest PETS

10

ROTARY'S IMPACT BUILDING BLOCKS

INPUT

The resources invested in a project

EXAMPLE:

Time, money, training, and materials used for project/program

OUTPUT

The immediate results of a project

EXAMPLE:

People trained, materials delivered, people and institutions engaged

OUTCOME

The short-term or intermediate results of a project

EXAMPLE:

Adoption of systems and/or practices encouraged by project

IMPACT

The positive, long-term changes resulting from our actions

EXAMPLE:

Measurable improvement that otherwise would not have happened



11



Five hand washing stations are installed at a school.

Inputs



Five hundred students learn to sing a short song twice while washing their hands.

Outputs



Deaths linked to diarrhea decrease by 20%.

Outcomes



5% more children enter secondary school.

Impact



12

Focus Your Efforts



Review your club’s activities and determine which can be streamlined or eliminated so your club can spend more time on activities that make a real impact.



13

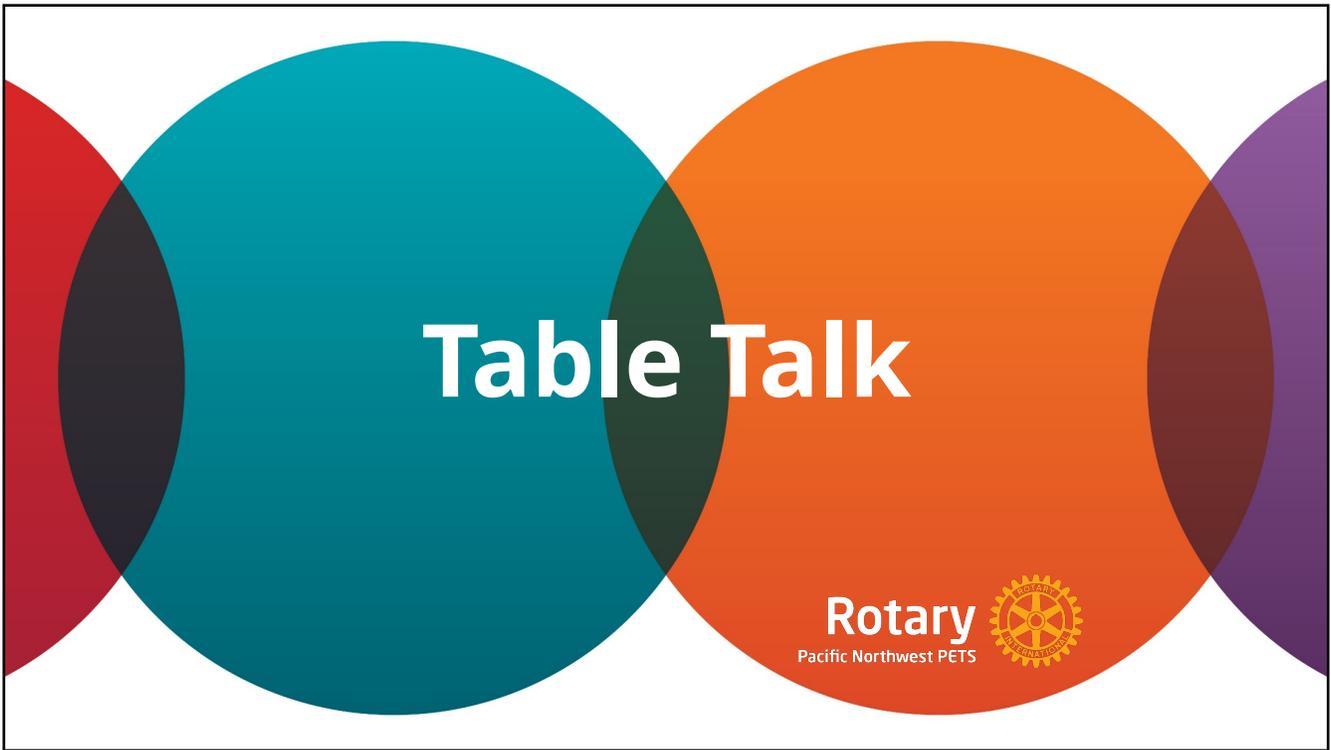
Measure Your Impact



Create best practices and tools for *measuring* and *sharing* your club’s efforts and impact.



14



15

Table Talk on Impact

- Vaccinations at the animal shelter
- Raised garden beds at the senior center
- Weekend lunch boxes for school age children
- Outdoor area for the teen center
- Ramp into the library
- Low-cost swimming lessons

Input ★ Output ★ Outcome ★ Impact



Rotary Pacific Northwest PETS

16

The **ROTARY ACTION PLAN**

IMPACT **REACH** **ENGAGE** **ADAPT**

Rotary
Pacific Northwest PETS 

17

ACTION PLAN PRIORITY 2:

EXPAND OUR REACH

Rotary 

18

Engage with Our Communities



Collaboration with new groups in your community, either through service projects or social events, introduces people to Rotary.

As our vision statement says, we want to unite people-not just Rotarians-to create lasting change.



19

Growing and Diversifying



Engaging more people from groups that are underrepresented in Rotary broadens our understanding and brings in new voices and fresh perspectives.



20



Growing and Diversifying

Use Rotary’s **membership tools** and resources to assess your club and learn how to make it more diverse, open and attractive to everyone in your community.



21

New Pathways into Rotary



Not everyone can commit to attending regularly or paying the full membership dues.

We need to look toward new approaches to offer the Rotary experience to people in ways that work for them.



22

Building Awareness



We need to tell **compelling stories** in an engaging way to build awareness of our brand and educate people about our work.



23

Table Talk



24

Table Talk on Expanding Our Reach

Discussions:

1. Where in your community can you find partners that share your goals, match your needs and may be interested in what your club can offer?
2. As you work with community partners, what is a Rotary “story” you will share?



25

The **ROTARY ACTION PLAN**

IMPACT **REACH** **ENGAGE** **ADAPT**

Rotary
Pacific Northwest PETS

26

ACTION PLAN PRIORITY 3:

Rotary
Pacific Northwest PETS



ENHANCE PARTICIPANT ENGAGEMENT



27

Expectations



Enhancing participant engagement means that anyone who encounters Rotary has an experience that exceeds their expectations.

Being involved in Rotary should be as exciting, fulfilling, and meaningful in decade five as it is on day one.

28

The Focus of Engagement



The focus is not only on gaining new members, but also on delivering value to current members.

It's important to ask people how they want to participate, finding ways to meet them where they are, and making sure they know they are valued.

29

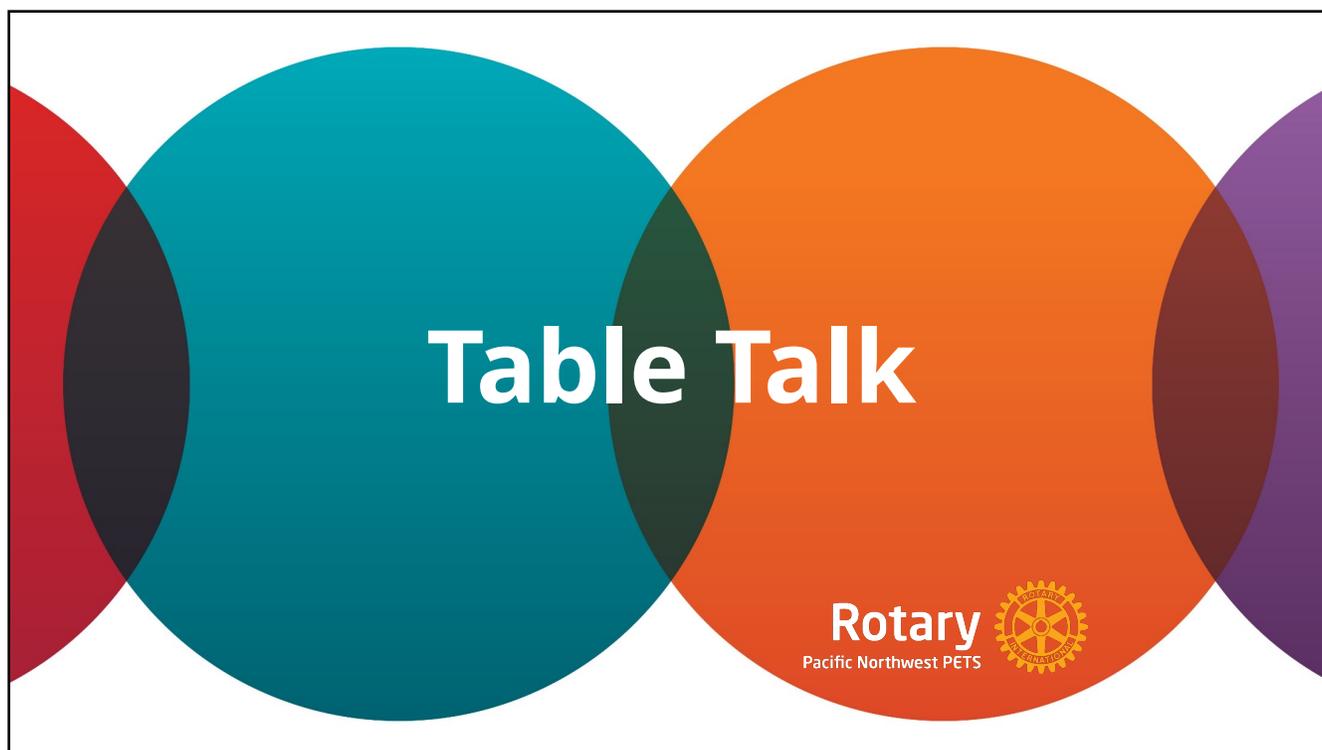
Create an Experience



Ask members what's important to them in their club experience and how they want to grow and develop through Rotary.

Expand resources and partnerships that focus on leadership, skill building and personal growth.

30



31

Table Talk on Enhancing Participant Engagement

Discussions:

1. As a president, what are two things that you can do to enhance participant engagement?
2. How will you know if the changes helped?



32

The **ROTARY ACTION PLAN**

IMPACT **REACH** **ENGAGE** **ADAPT**

Rotary
Pacific Northwest PETS 

33

ACTION PLAN PRIORITY 4:

**INCREASE OUR ABILITY
TO ADAPT**

Rotary
Pacific Northwest PETS 

34

Staying Resilient



Streamline operations so your club can be more agile and responsive.

Review your club roles, processes and tasks. Look for ways to be more efficient and responsive to new ideas.

35

Diverse Perspectives



Increasing the ability to adapt also includes more diverse perspectives in our decision-making process.



36

Innovations



Capitalizing on new technologies and trends can facilitate connections and collaboration.

Rotary seeks to build a culture of research, innovation and the willingness to take risks.

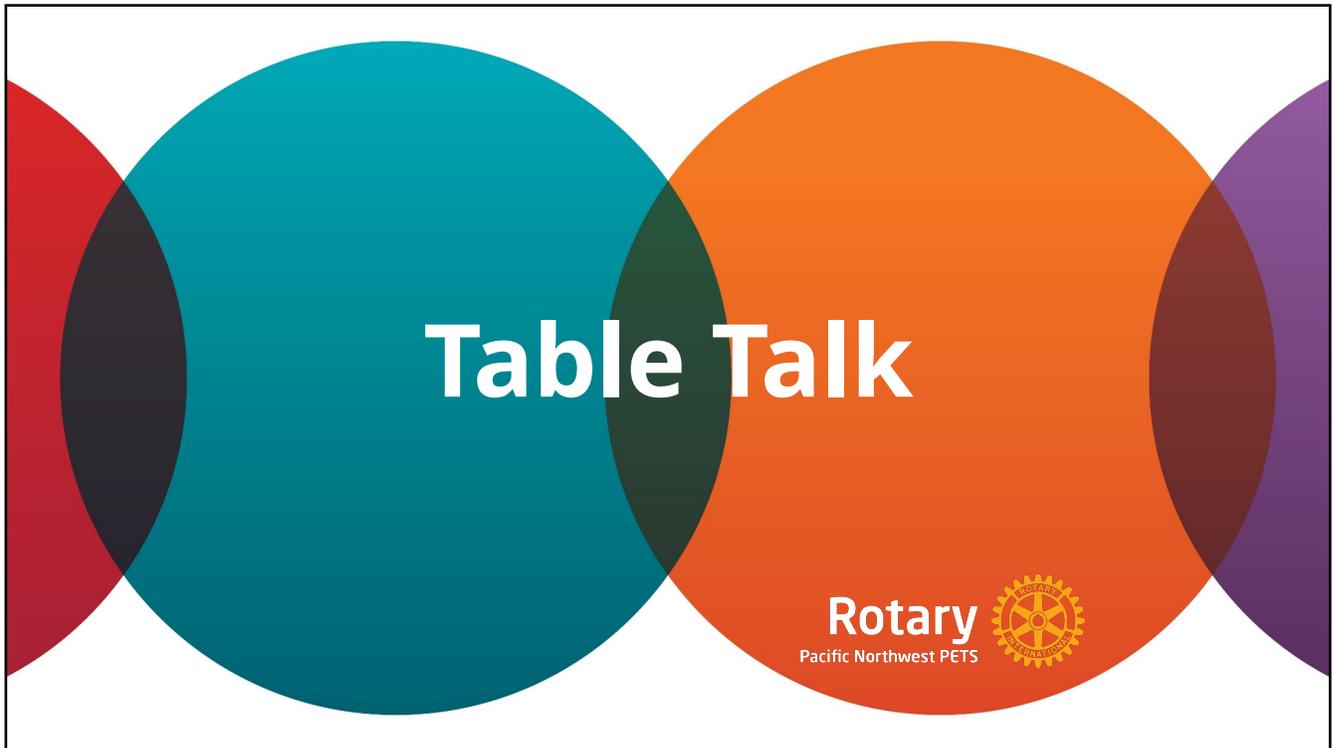


37

We're proud of our history and traditions but we also need to be responsive to new ideas that will help us establish the innovative culture necessary for Rotary to thrive.



38



39

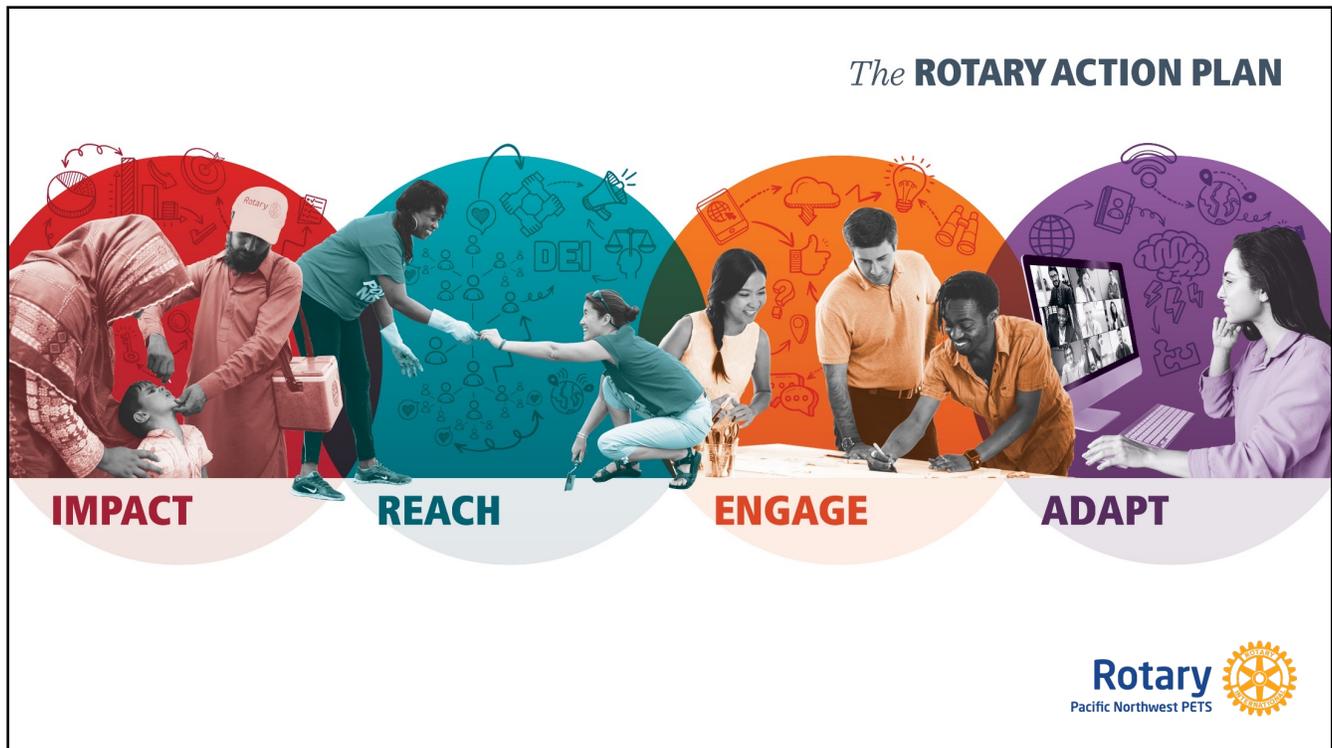
Table Talk to Increase Our Ability to Adapt

Discussions:

1. How can you help Rotary adapt more quickly to a changing world? How can you bring in new perspectives to strengthen Rotary and help prepare for change?
2. As a president, what goal will you set for your club and increase your ability to adapt?



40



41

Rotary Resources:

- Rotary's Action Plan-What Clubs Can Do
- Strategic Planning Guide
- Action Plan Glossary
- Resource Page - Workbook

42

