

The Future of Rotary

With the world's changing times, we need to critically look at ourselves and understand whether we are moving not only in the right direction but also keeping with the age and time. Rotary International's evolving strategic plan came into being through a Council action in 2004. The COL delegates and Board immediately understood the importance of assessing the current status of the organization and the need to map out a course for the future.

Since the last major review of the strategic plan in 2006-07, RI has been conducting research internally and externally to evaluate Rotary's position in the market, the perception of Rotary around the world, and its members' thoughts and ideas at all levels of the organization. RI surveyed more than 14,000 Rotarians worldwide, conducted general public focus groups in many areas of the world, and collected feedback from Rotary leaders, Rotarians who recently joined a club, and prospective members. The research and analyses yielded a clear vision of Rotary in the future.

- ▶ Growing, vibrant, and innovative clubs whilst promoting of the importance of the local and global network for friendship and fellowship.
- ▶ Fun, exciting, flexible and action-oriented clubs which are meeting the needs of prospective members and communities
- ▶ Focused service efforts on key humanitarian issues that appeal to its membership, prospective members, and those communities they serve.
- ▶ The most recognizable global network of everyday men and women working together to accomplish extraordinary measures.

The newly revised plan reflects the results of this research. The plan comprises three priorities, all of equal importance to Rotary's future: support and strengthen clubs, focus and increase humanitarian service, and enhance public image and awareness. These priorities stem from Rotary's core values of service, leadership, diversity, integrity, and fellowship.

Survey responses clearly linked membership growth to strong clubs and external data indicated that opportunities for service and networking are Rotary's greatest appeal. Without strong clubs that attract and retain members Rotary will not have the "workforce" to achieve its mission of providing service to others, promoting integrity, and advance world understanding, goodwill and peace. The RI Strategic Plan maps out a course for Rotary to follow for the future.

What do you feel we need to do in order to ensure the strength of Rotary in the future?

Support and strengthen clubs:

What can we do to help grow vibrant and innovative clubs?

What are issues facing clubs that prevent them from being successful and how can we overcome them?

What can we do to create more diverse membership in clubs?

Do we need to attract younger members and, if so, how?

Focus and Increase Humanitarian Service

What can we do to ensure that polio is eradicated?

How can clubs create sustainable service focused on youth and young adults?

How can clubs partner with other organizations to develop better projects?

What is a significant project and why should we focus on them?

Enhance Public Image and Awareness

What public relations techniques have worked in your community that helped set Rotary apart from other organizations?

How can Rotary be better known for the good we do?

What can we do to help clubs promote their networking opportunities and signature activities?