

**Rotary International
Revisions to RI Strategic Plan
Effective 1 July 2010**

Mission Statement We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Vision Statement We will be the service organization of choice with dynamic, action-oriented clubs whose contributions improve lives in communities worldwide.

Core Values Service, fellowship, diversity, integrity, and leadership

Motto Service Above Self

Strategic Priorities and Goals

Priorities	Support and Strengthen Clubs	Focus and Increase Humanitarian Service	Enhance Public Image and Awareness
Goals	<ul style="list-style-type: none"> ‣ Foster club innovation and flexibility ‣ Balance activities in all four Avenues of Service ‣ Promote <u>membership diversity</u> ‣ Improve member recruitment and retention ‣ Develop leaders ‣ Extend Rotary ‣ Encourage strategic planning at club and district levels 	<ul style="list-style-type: none"> ‣ Eradicate polio ‣ Increase sustainable service <u>focused on</u> in <ul style="list-style-type: none"> ○ Youth and young adults ○ The Rotary Foundation's six areas of focus ‣ Expand <u>strategic partnerships and</u> cooperative relationships ‣ Create significant projects both locally and internationally 	<ul style="list-style-type: none"> ‣ Unify image and brand awareness ‣ Publicize action-oriented service ‣ Promote core values ‣ Emphasize vocational service ideal ‣ Encourage clubs to promote <u>their</u> networking opportunities and their signature activities

Note: This Board exhibit represents only the text of the suggested revisions to the RI Strategic Plan. Additional graphics and explanations will be included to present the plan appropriately to the Rotary world and other audiences.