

PETS PRESENTATION February 2025

The **ROTARY ACTION PLAN**

District 5300 Action Plan Champions

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What...

The **ROTARY ACTION PLAN**



PROGRESS REPORT / TAKE ACTION NOW

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 coming years.

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

How to plan your project

- Determine the need (or identify your goal)
- Outline the project
- Use the Building Blocks to Impact to determine if your project is making progress toward its intended outcomes

Building Blocks to Impact

INPUT

The funding, time, training, or other materials that we invest in a project.

OUTPUT

The immediate results of activities that have taken place, such as the number of people trained or the amount of materials delivered.

OUTCOME

The intermediate results of our actions, such as changes in attitude or behavior in the target population.

IMPACT

The positive, long-term change resulting from our actions. These are measurable improvements that wouldn't have occurred otherwise.

DEVELOPING A MONITORING AND EVALUATION PLAN FOR YOUR PROJECT

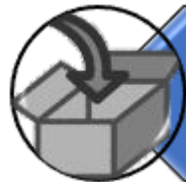
The process begins while you're conducting the community assessment to understand the current situation. During this process, you identify the community's assets and challenges to addressing the desired change. You begin to ask questions that help you identify the underlying causes of the issue. With this information, you can not only plan your project, you can establish a monitoring plan. Example - Hygiene project in Cambodia:



- **Setting a project goal.** This could be to improve the hygiene practices of school age children in Koh Kong, Cambodia, in a measurable way.



- **Aligning your project with a larger, long-term goal.** This could be reducing the local incidence of diarrheal disease.



- **Determining the project inputs, outputs, and expected outcomes.** Using the results of the community assessment and your baseline data, determine the inputs, outputs, and expected outcomes that you'll measure while you implement the project.

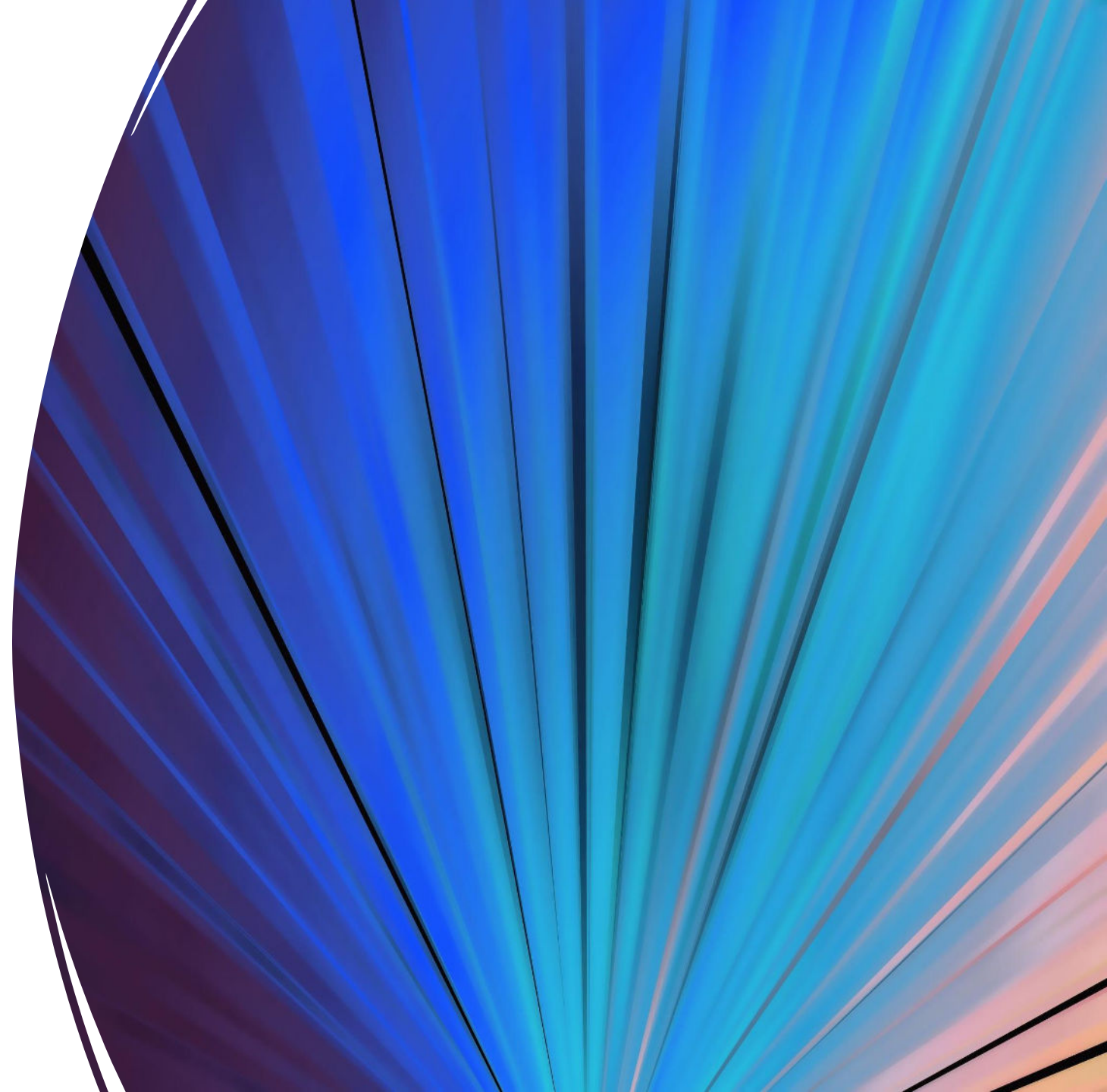


- **Choosing indicators.** You could choose to measure the number of hand washing stations in schools, how many teachers are trained in hand washing practices, changes in hand washing behavior, or how often students are washing their hands

How to Share Your Story

Rotary has put together a Communication Guide with Tips and examples for effective messaging

[Action Plan Communication Guide](#) (PDF)



Rotary International 3 Year Rolling Goals

The most successful clubs plan for their future. When members decide together what they want to accomplish in one, two, and three years, they prepare for success by giving their club direction and giving members a shared purpose.

Before each Rotary year begins, incoming leaders should set club goals in Rotary Club Central, using the club's current situation as the baseline and its strategic plan as a guide for the next few years.

You can now set goals for three years at a time. Future club leaders will be able to adjust the goals as needed, always planning three years ahead.

Working together as club leaders, review the 26 goals in Rotary Club Central and decide which ones best fit your club's needs and goals.

These positions can edit goals in Club Central: club president, secretary, treasurer, vice president, executive secretary/director, Foundation chair, membership chair, public image chair, service projects chair, or club learning facilitator.

***Make sure all these people have access to Rotary Club Central, confirm that they have My Rotary accounts and that their roles have been reported to Rotary through My Rotary or your club management platform.**

If you set and achieve at least half of the goals in Rotary Club Central, your club will earn the *Club Excellence Award* for this Rotary year.

Rotary Club Central

My Rotary English

Club Goals

Choose and set the goals your club will focus on and track progress.
[Learn how to set and track your club's goals](#)

Rotary Club of Anytown

1 of 6 Achievement

2024-25

[PRINT](#)

All Goals Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

[EDIT](#) The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

Service participation ★ Priority	ACHIEVEMENT	GOAL
Show goal details and history	0	25
Annual Fund contributions ★ Priority	ACHIEVEMENT (USD)	GOAL (USD)
Show goal details and history	0	2,800

As Of 24-Sep-24

Six Top-Priority Goals of Rotary

(that help you get your Club Excellence Award!)

These goals are particularly effective in strengthening a club and helping Rotary create lasting change and are listed in Rotary Club Central.

Consider these questions as you set the goals:

- Strategic plan: Does your club have an up-to-date strategic plan?
- Club membership: How many members does your club want to have by the end of the Rotary year?
- Service participation: How many members will participate in club service activities during the Rotary year?
- Annual Fund contributions: How much money will your club and its members give to The Rotary Foundation's Annual Fund during the Rotary year?
- PolioPlus Fund contributions: How much money will your club and its members give to the Foundation's PolioPlus Fund during the Rotary year?
- Benefactors: During the Rotary year, how many individuals or couples will inform the Foundation that their estate plans include the Endowment Fund as a beneficiary, or will make an outright gift of US\$1,000 or more to the Endowment Fund?



3-YEAR ROLLING GOALS ACTION PLAN

ROTARY CLUB OF _____

GOAL *Priority Goals	YEAR 1 GOAL (2025-26)	YEAR 2 GOAL (2026-27)	YEAR 3 GOAL (2027-28)	ACTION TO TAKE (Add additional sheets as necessary)
Expand our REACH				
*Number of total members at end of year				
Increase our IMPACT				
*Contributions to TRF Annual Fund in \$				
*Contributions to PolioPlus in \$				
*Number of Members who become new TRF Benefactors				
Enhance Participant ENGAGEMENT				
*Number of Club Members who participate in a Rotary service activity				
Increase our ability to ADAPT				
*Develop a Strategic Plan				
Other CLUB GOALS				

The Action Plan Toolkit:



The image features four overlapping circles arranged horizontally. From left to right, the colors are red, teal, orange, and purple. The circles overlap in the center, creating a dark grey area where they meet. The text "Any QUESTIONS?" is centered over this dark area. "Any" is in a white, italicized serif font, while "QUESTIONS?" is in a white, bold, uppercase sans-serif font.

Any **QUESTIONS?**

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Action Plan Champion
2025-26

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