

OUR PRIORITIES

The collective leadership and expertise of our 1.2 million members helps us tackle some of the world's biggest challenges, locally and globally. We are united by common values and vision for the future as we sharpen our focus with targeted specific causes that will reach communities most in need.

GUIDING PRINCIPLES

For more than 100 years, our guiding principles have been the foundation upon which our values and tradition stand. The Four-Way Test, Object of Rotary, and the Avenues of Service express our commitment to service, fellowship, diversity, integrity, and leadership.

OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **FIRST:** The development of acquaintance as an opportunity for service;
- **SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

THE FOUR-WAY TEST

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages, and Rotarians recite it at club meetings:

Of the things we think, say or do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

AVENUES OF SERVICE

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

- Club Service focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.
- Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society. Learn more in [An Introduction to Vocational Service](#) and the [Code of Conduct](#).
- Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. Learn more in [Communities in Action: A Guide to Effective Projects](#).
- International Service exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.
- Youth Service recognizes the importance of empowering youth and young professionals through leadership development programs such as [Interact](#), [Rotary Youth Leadership Awards](#), and [Rotary Youth Exchange](#).

ACTION PLAN

We've identified four priorities that are the stepping stones to helping Rotary realize its new vision and serve as the foundation for Rotary's new action plan: will increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt.

As People of Action, we understand that **fulfilling that vision requires a plan.**

More than a century ago, we pioneered a new model of service leadership grounded in person-to-person connections. Today, those connections are a network that spans the globe—bridging cultural, linguistic, generational, and geographic barriers—and shares the vision of a better world.

As People of Action, we understand that **fulfilling that vision requires a plan.**

This is Rotary's Action Plan through 2024: **to increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt.**

PRIORITY 1 INCREASE OUR IMPACT: People of action are effective problem-solvers. Why do Rotarians achieve so much? We invest in relationships. We make decisions grounded in evidence. We know how to mobilize our networks to create solutions that last. And we're always learning from our experiences in projects, clubs, and careers.

PRIORITY 2 EXPAND OUR REACH: People of action activate and inspire others, giving them hope that the world can change for the better — and that they can be part of that change. We know there are many people seeking both a greater sense of purpose and the kind of person-to-person involvement the digital realm can't provide. We have what it takes to be their first choice.

PRIORITY 3 ENHANCE PARTICIPANT ENGAGEMENT: People of action strive to understand the needs of others. Rotary is a great organization because we create meaningful relationships across decades and continents. But just like the people and communities we serve, our participants need to feel seen and heard.

PRIORITY 4 INCREASE OUR ABILITY TO ADAPT: People of action are inventive, entrepreneurial, and resilient. We know what we stand for and why it matters. We're driven by a sense of optimism — a belief that we are and will continue to be essential to our communities, to the world, and to humanity.

ACTION PLAN FREQUENTLY ASKED QUESTIONS

Q: Why does Rotary have an Action Plan?

A: The world today is not the same as it was when Rotary began in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn't changed is a need for the values that define Rotary: fellowship, integrity, diversity, service, and leadership. The Action Plan honors our past and embraces our future. It is meant to help evolve Rotary as an organization to not only keep us relevant but thriving.

RESOURCES

- [The Keys to Engagement: Understanding and Delivering Personal Value Keeps Rotary Fulfilling](#)
- [Increase Our Impact white paper](#)
- [Expand Our Reach white paper](#)
- [Enhance Participant Engagement white paper](#)
- [Increase Our Ability to Adapt white paper](#)
- Take the [Rotary's Action Plan and You course](#) on the Learning Center today
- [Action Plan presentation](#) (PPTX): Use this customizable presentation to communicate the Action Plan
- [Action Plan flyer](#) (PDF): Keep Rotary's Action Plan priorities and objectives readily available
- [Strategic Planning Guide](#) (PDF): Use this guide to facilitate strategic planning at your club or district
- [What Clubs Can Do flyer](#) (PDF): Learn what clubs can do to implement the Action Plan locally
- [Action Plan Talking Points](#) (PDF): A detailed progress report of each strategic initiative
- [Action Plan Talking Points Presentation and Speech](#) (PPTX): The talking points are presented as a speech in PowerPoint format
- [Strategic Priorities Infographic](#) (PDF): A quick guide to the strategic initiatives currently underway
- [Action Plan Communication Guide](#) (PDF): A guide to help members create powerful and effective communications
- [Watch](#) Dr. Francis Tusubira of Uganda expands on the four strategic priorities, and the rationale behind them, in his 2019 International Assembly speech

ACTION PLAN IN ACTION

Now that you have the tools in hand, learn how the Rotary world is adopting the plan... and seeing results. Read our blog for examples of the Action Plan at work!

- [Do more than ever through strategic planning](#)
- [How do we innovate at Rotary?](#)
- [Our new vision statement: why should you care?](#)
- [Nonprofits Make Gains in Measuring Their Impact](#)
- [Inaugural Programs of Scale Grant Honors Those Leading Malaria Treatment Efforts in Zambia](#)

AREAS OF FOCUS

We direct our efforts to enhance our local and global impact. Our most successful and sustainable projects and activities tend to fall within the following areas:

- **Promoting peace** Rotary encourages conversations to foster understanding within and across cultures. We train adults and young leaders to prevent and mediate conflict and help refugees who have fled dangerous areas. [Learn more >](#)
- **Fighting disease** We educate and equip communities to stop the spread of life-threatening diseases like polio, HIV/AIDS, and malaria. We improve and expand access to low-cost and free health care in developing areas. [Learn more >](#)
- **Providing clean water** We support local solutions to bring clean water, sanitation, and hygiene to more people every day. We don't just build wells and walk away. We share our expertise with community leaders and educators to make sure our projects succeed long-term. [Learn more >](#)
- **Saving mothers and children** Nearly 6 million children under the age of five die each year because of malnutrition, poor health care, and inadequate sanitation. We expand access to quality care, so mothers and their children can live and grow stronger. [Learn more >](#)
- **Supporting education** More than 775 million people over the age of 15 are illiterate. Our goal is to strengthen the capacity of communities to support basic education and literacy, reduce gender disparity in education, and increase adult literacy. [Learn more >](#)
- **Growing local economies** We carry out service projects that enhance economic and community development and create opportunities for decent and productive work for young and old. We also strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities. [Learn more >](#)
- **Protecting the environment** Rotary members are tackling environmental issues the way they always do: coming up with projects, using their connections to change policy and planning for the future. [Learn more >](#)