Rotary International 2020-21 Strategic Plan – RSI Actions

Rotary's Vision Statement:
Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

This is a vision that brings more people together, increases our impact, and creates lasting change around the world. Whilst honouring our past, we need to embrace our future, evolving to keep Rotary relevant and thriving. To achieve this there are four priorities that will direct our work over the next five years.

Priority	Rotary's Objectives	D1110 Actions	RSI Actions	Expected Outcomes
Increase our impact	Eradicate polio and leverage the legacy	Clubs supported to continue with their own projects.	Working collaboratively with RC Southampton Magna to support Interact Social Innovation Sholing to run their crocus planting project to raise awareness in the school and local community about End Polio Now.	School project run which encourages students to learn how to plant and nurture corms. Display created of plants grown incorporated with information about End Polio Now campaign. Students demonstrate through new projects planned, an understanding of how by working together we can achieve amazing things.
	Focus our programs and offerings	Encourage Clubs to identify and map community needs.	Focus on raising awareness of Social Enterprises and the energy they bring to build membership and build sustainable communities.	SE membership of RSI increases.
		Understand and build relationships with other community groups. Identify gaps in provision and work collaboratively to meet the unmet needs.	Working in collaboration through networks to identify community needs and facilitating joined up work to meet them. Building caring communities using the dementia friendly model to be the norm to allow inclusive communities.	Collaborations facilitated that are created to meet specific needs. RSI involved in dementia friendly initiatives in local communities and party to outcome gathering of each group.

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		Investigate the idea of how Clubs can engage with their communities and how the Social Change team can play a part.	Exploring ways to share how people use food as a tool for enabling social change.	Serving Up Social Change events held. Number of initiatives developed from Serving Up Social Change discussions.
		Redirect focus on membership to Opportunities (see Expand our reach below).	Use Associate Membership to involve people in initiatives so they can experience Rotary before committing.	Numbers of Associate Members increase. Associate Members convert to become Rotarians.
		Lead on the Unpacking Social Enterprise event at Alcester.	Helping Rotary GBI to promote Unpacking Social Enterprise.	Number of USE events arranged and supported.
	Improve our ability to achieve and measure impact	Developing use of Club Central. Understand why it is important to recognise our Social Impact and the role it plays in PR.	Use Club Central to align strategy to the RI strategy. Measure the number of people reached by our social media posts.	Plan input and monitored in Club Central. Monitoring of social media reach.
Expand our reach	Grow and diversify our membership and participation	Know the community demographics.	Share knowledge of the communities we have members in.	Gaps and opportunities identified.
		Identify Social Enterprises in the community.	Identify SEs across the UK, sign them up as Associate members and invite them to add their details to our SE Directory.	Associate Members increase. SE entries in SE Directory increase.
		Identify Social Change initiatives in the community. "Together we are stronger."	Through SEs and associate membership develop our own initiatives in collaboration with those already going, identifying where there are gaps and providing added value, in particular through promotion.	Number of Social Change initiatives involved with and party to outcome gathering of each.
	Create new channels into Rotary	Explore flexibility and alternatives.	Rotary Social Innovation is a flexible approach, including associate membership, family membership and online	Membership increase in the different opportunities. Number of members engaging by the different online methods.

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			collaboration – a menu of opportunities.	
		Identify how we can keep up with the world and technology – RotaryTech.	Explore membership of those who can do digital marketing.	Use of digital marketing to enhance our initiatives.
	Increase Rotary's openness and appeal	Be conscious of how we show our image on social media.	Form a publicity team.	Publicity team in place.
		Be conscious of the impact of the terminology and language we use.	Conscious use of motivational, innovative language.	Positive responses to social media posts.
		Develop focus led service, rather than working in committees.	Need led initiatives developed, either working in collaboration with other organisations or task and finish groups.	Number of initiatives involved with.
	Build awareness of our impact and brand	Increase use of social media.	The majority of Rotary Social Innovation group contact and publicity is by social media.	Monitoring of social media reach.
		Publicise TRF and what it achieves.	Have a web page on our site about The Rotary Foundation and use social media to publicise outcomes as they happen.	Page on our website complete. Number of posts about TRF.
		Use consistent Brand and People of Action PR on social media.	Conscious use of RI branding materials.	All publications conform to RI branding guidelines.
Enhance participant engagement	Support clubs to better engage their members	Understand how members want to be engaged.	Know what social media platforms members use, what their social enterprise /business is, what their passions are and what initiatives they are involved with. Develop Innovation Bubbles, through which members can explore an identified need.	Mapping of membership informs group functioning. Number of Bubbles taking place.
		Develop flexibility of engagement.	Continue to develop our flexible membership, by which members can engage in whatever way is	Review undertaken at year end of all members and how they have engaged.

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			relevant to them.	
	Develop a participant-centered approach to deliver value	Listen to members' own ideas and collaboration to make things happen.	Find ways for members to put forward ideas. Empower seed ideas from FB and social media groups to take shape. Develop Innovation Bubbles (as above).	Number of new ideas followed up. Number of Bubbles taking place.
		Encourage collaboration and networking to enable widened experiences.	Unpacking Social Enterprise and Serving Up Social Change are key networking events. Develop alternative monthly meet ups at times that suit members.	Number of USE and Serving Up Social Change events that take place. Number of meet ups taking place.
	Offer new opportunities for personal and professional connection	Proactively offer new opportunities for personal connections.	Rotary Social Innovation operates as a group network, connecting members together outside of their normal networks.	Review at end of year of the connections members have made as a result of their membership.
		Proactively offer new opportunities for Professional connections and recognised development.	Members to have the opportunity to be speakers at Unpacking Social Enterprise events, arrange and be part of pop-up markets. Join members together for appropriate skill development and mentoring.	Number of members arranging, speaking and being involved in events. Review at the end of the year capturing feedback from members.
		Bring RI to members to understand the opportunities of these available cultural connections (as an international organisation we should be natural cultural interactors).	On joining, promote the RI website to new members. Actively encourage international networking.	Members accessing RI webiste. Review at the end of the year capturing views of members on whether they have developed international contacts.
	Provide leadership development and skills training	Understand what skills are required by members and plan accordingly and collaboratively.	Encouraging members to share their experience and skills, and identifying with them the best way to do this – peer support.	Review at the end of the year capturing views of members on the peer support received.

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			Encourage sharing on social media groups – peer learning. Wellbeing events for members, engaging members with each other.	
Increase our ability to adapt	Build a culture of research, innovation, and willingness to take risks	Understand the needs of the society we live in and take action.	Capture intelligence and information gathered.	Community needs captured.
		Identify who can help do the research.	Each member's input as to connections made and actions followed up on.	Community needs captured.
		Promote a culture that actively encourages trying out new ideas. Encourage craziness, blue sky thinking, experimenting, be bold and go for it!	Capture our innovation, encourage different ways of group work and developing ideas.	Website articles and social media publicity on our initiatives.
		Take action without committees, be more service or project led.	Develop holacracy structure. Develop our induction process.	RSI structure updated. Induction process in place.
		Revise DOTs and PETs to encourage research and innovation.	n/a	
	Streamline governance, structure and processes	Mapping why we do things and if they are still relevant.	To explore.	Review of how RSI is operating feeds into 21/22 strategic plan.
		Health check for Clubs, looking at what is stopping action or development.	Date to be arranged.	All members feedback taken into account and development plans incorporated into strategic plan.
		2020 Working Group exploring ways to revitalise how the District operates.	Some members involved in Rotaract.	Rotaract members engaged.
		Researching how the District can support Clubs, finding out what is really needed and acting on it.	Sharing innovation to build Rotary sustainability.	Innovative practise shared with District.
	Review governance to foster more diverse	Broaden diversity of membership, understanding and adapting to	Check with members if they feel engaged and included and how to	Coffees shared to chat with members.

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	perspectives in decision-making	how different people engage and wish to be included.	adapt if not.	Coffees shared to chat with members.
		Connect people into Rotary, ensuring groups/Clubs operate in a relevant way to be inclusive.	Analyse social media use, who is using what. Develop and promote Unpacking Social Enterprise web page. Members to help write pages on our website on relevant topics. Drip feed information to inform and share.	Monitoring of social media engagement. Evaluations produced of Unpacking Social Enterprise events. Members contribute to website. Number of members engaged in RSI activity.
Focussing on the Vision	Bring more people together to increase our impact and create lasting change	Create a Team for Social Change, comprising:- Youth Older People Social Enterprise Cultural Inclusion Diversity and Inclusion Special Projects	Developing innovation bubbles.	Innovation bubbles taking place.

RI are actively promoting Systems Thinking:
The challenge is to get all members to continually look at things with fresh eyes. This is the essence of discovery and the essence of innovation.