



## 2026-27 GOALS FOR:

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## YOUR COMMON GOAL

Rotary remains committed to eradicating polio and growing our membership. Membership growth continues to be our highest internal priority, so every member has a responsibility to help grow membership. As regional leaders, you each have specific responsibilities that contribute to membership growth. The projects our members do, the friendships they create, and the lasting change we seek to achieve positively affect membership, public image, and giving to The Rotary Foundation.

1. Lead by example by growing membership in your club by \_\_\_\_ (an overall increase of at least one) person/people in support of our membership target of reaching 1.175 million Rotarians by 1 July 2027.

Consider these strategies to grow membership:

- Collaborate with community organizations to increase public awareness of service project outcomes.
- Tell stories of member-led service projects to inspire future participation.
- Promote our values by sharing stories of our impact with prospective members.
- Reach new participants interested in promoting better global health by emphasizing our advocacy and fundraising efforts to help end polio.



## ROTARY MEMBERSHIP COORDINATORS

2. Expand our reach by working with district leaders in all roles to increase each district's membership (the total number of Rotarians and Rotaractors) by at least \_\_\_\_% (2% or more).

Resources:

- District Growth Report
- Member Viability Growth Report

Tip:

- To calculate a 2% or more increase for the region, download the District Growth Report for all the districts in your region.

3. Work with district leaders in all roles to start \_\_\_\_ (at least one) new club(s) (Rotary or Rotaract) per district.

Resources:

- New Clubs Chartered by Rotary Year Report
- Learning Center course: [Starting a Club](#)

Tip:

- Engage leaders in districts that did not start a new club last year to discuss barriers to change or starting new clubs.

4. Work with district leaders in all roles to retain at least \_\_\_\_% (90% or more) of each district's current membership by promoting service activities and member engagement strategies.

Resources:

- Member Viability and Growth Report
- [Service Project Center](#)
- Membership Assessment Tools

Tip:

- Use the Service Project Center to share stories and successes with current and prospective members.



## ROTARY PUBLIC IMAGE COORDINATORS

2. Collaborate with your End Polio Now coordinator (EPNC) to feature our achievements toward polio eradication in \_\_\_\_ (at least six) communications.

Resources:

- [Brand Center: World Polio Day campaign resources](#)
- [End Polio Now Resource Center](#)
- [World Polio Day Events Report](#)

Tip:

- Encourage clubs to register their World Polio Day events on [endpolio.org](http://endpolio.org) so you can find success stories in the World Polio Day Events Report.

3. Increase our ability to adapt by guiding \_\_\_\_% (at least 95%) of district public image chairs to use Brand Center materials and share stories with the public about Rotary's local impact.

Resources:

- Status of Assistant Governors and District Officers in the Districts reports
- [Service Project Center](#)
- [Brand Center](#)

Tip:

- Provide district public image chairs with tips, examples, and links to Rotary materials to help them share stories in their newsletters, emails, or webinars about Rotary's local impact.

4. Help districts and clubs increase public recognition of Rotary and its members by showcasing member involvement in community projects through \_\_\_\_ (at least six) communications or public events.

Resources:

- Learning Center course: [Promoting Your Club as People of Action](#)
- Learning Center course: [Promoting Rotary on Social Media](#)
- [The Brand Center's Social Media page](#)

Tip:

- Help ensure that websites and social media channels are correctly branded and that they are regularly updated to demonstrate Rotary's role in the community.

## REGIONAL ROTARY FOUNDATION COORDINATORS

2. Increase the number of Rotary clubs that contribute to the Annual Fund by \_\_\_\_% (at least 5%).  
Resources:
  - RRFC Goals and Contributions Report
  - Monthly Contribution ReportTip:
  - Encourage districts to appoint a Paul Harris Society coordinator, recognize members who contribute, and promote options for recurring giving.
  
3. Work with your End Polio Now coordinator (EPNC) to increase cash contributions to the PolioPlus Fund by \_\_\_\_% (at least 5%).  
Resources:
  - RRFC Goals and Contributions Report
  - PolioPlus Report
  - [End Polio Now Resource Center](#)Tip:
  - Work with your EPNC and regional public image coordinator (RPIC) to bring attention to the End Polio Now campaign and Rotary's efforts to eradicate polio.
  
4. Enhance participant engagement by collaborating with your district Rotary Foundation chairs (DRFCs) to provide \_\_\_\_ (at least five) learning opportunities to help clubs and districts enhance their service experience and measure project outcomes.  
Resources:
  - [Service Project Center](#)
  - Grant Participation Report
  - [Rotary Impact Handbook](#)Tip:
  - Encourage leaders to strengthen project design and sustainability while emphasizing the importance of measuring and sharing outcomes.



## ENDOWMENT/MAJOR GIFTS ADVISERS

2. Secure \_\_\_\_ (at least five) major gifts.

Resources:

- Donor Summary Report
- Contribution Detail Report for Clubs and Districts
- Major Donor, Arch Klumph Society, and Bequest Society Report

Tip:

- Use the reports to find at least 15 prospective donors who could make major gifts.

3. Work with governors to appoint district endowment/major gifts subcommittee chairs for \_\_\_\_% (at least 80%) of your districts.

Resources:

- Status of Assistant Governors and District Officers in the Districts reports
- District Fundraising Analysis

Tip:

- Educate district leaders about the importance of major gifts and the role of the endowment/major gifts subcommittee chair.

4. Increase our impact by collaborating with others who raise funds for the Foundation to support \_\_\_\_ (at least three) donor engagement activities or events.

Resources:

- [Growing the Endowment](#)
- [Event planning resources](#)

Tip:

- Work with the regional Rotary Foundation coordinator (RRFC), the End Polio Now coordinator (EPNC), area of focus major gift advisers, and your staff partner to host donor recognition activities in your districts, in person or virtually.

## END POLIO NOW COORDINATORS

2. Increase the number of clubs contributing US\$1,500 to the PolioPlus Fund by \_\_\_\_% (at least 5%) to reach the US\$50 million PolioPlus Fund goal.

Resources:

- District PolioPlus Report
- Contribution Detail Report for Clubs and Districts

Tip:

- Use the reports to find clubs that are close to reaching US\$1,500 in giving to the PolioPlus Fund.

3. Work with your regional Rotary Foundation coordinator (RRFC) to encourage \_\_\_\_% (at least 75%) of your districts to transfer 20% or more of new District Designated Funds (DDF) to the PolioPlus Fund.

Resources:

- Available DDF Report
- PolioPlus Report
- [End Polio Now Resource Center](#)

Tip:

- Recognize Districts who transferred DDF to PolioPlus in the previous Rotary Year so they are likely to transfer DDF again.

4. Increase participation in World Polio Day events by \_\_\_\_% (at least 5%) of clubs to help build awareness of polio eradication efforts and motivate others to join in the fight.

Resources:

- [endpolio.org](http://endpolio.org)
- [Event planning resources](#)

Tip:

- Work with your RRFC and Rotary public image coordinator (RPIC) to encourage clubs to plan events to participate in World Polio Day.