

# Vision and Goals Statement

## Stephanie Urchick

I strongly support maintaining our current vision statement. There's magic as people unite to create sustainable change. Those actions have global, community, and personal impact. We've seen progress toward this vision since its adoption. We must continue to support our vision with strategies and goals reflecting what we've learned over the past few years.

Together, in 2024-2025, let's add 100,000 more members to our organization. Recruit new members and engage our current members with meaningful club experiences. Expand our North America innovative club advocate program globally for additional impact.

Together, let's help each other become more adept at digital innovation by inviting clubs to virtual 'chats' with Senior leaders and 7-minute virtual networking sessions. Relevant information is shared and members see how readily one can engage and 'connect' with Rotary leaders and each other. It also shows how adaptive our organization has become. Let's create a Rotary App. There's no better way to spread the word about Rotary and its causes and to allow members to engage with Rotary and support it by donating to The Rotary Foundation.

Together, let's encourage members to serve others through their vocations, education, and skillsets by establishing a mentoring and coaching program for Rotarians and Rotaractors.

Together, let's finally eradicate polio. The world relied on expertise in our Polio program to assist medical experts to reach isolated areas when COVID hit. Now let's get COVID experts on board to help individuals understand the relationship between vaccine and disease prevention, and to assist with the eradication final drive.

Together, let's extend continuity with our participants on programs that have proven results, including empowering girls, world leader meetings, and public-facing events. Success breeds success, and while members must embrace transformation in order to grow, building on accomplishments is a great motivator. Our power is our people.