



The Utah Rotary Strategic Plan is our promise to every Rotary Club and every Rotarian.

Rotarians are **people of action** who:

IMPACT - We serve to change lives.



The Rotary Foundation (TRF) is your strongest partner in these efforts. Utah Rotary Foundation Specialists will work with clubs to increase knowledge of the power of TRF, with our goal of increasing member giving by 10% annually – whether to the Annual Fund, the Paul Harris Society, Endowments or Major Gifts.

REACH – We activate and inspire.

Utah Rotary will provide PI specialists to every club, and a toolkit to evaluate and improve your club’s public image plan.



ENGAGE – We strive to understand the needs of others.



Membership Specialists will work with every club to mitigate membership loss during and post-Covid-19, finding ways to continue to engage longtime and new members in the needs of their communities.

As many hands make light work, Utah Rotary District leadership will work with members to ‘grow Rotary’ by 10% over three years in our clubs, and through new clubs.

ADAPT – We are inventive and resilient.

Changing times require new perspectives.

Utah Rotary will provide leadership development programming, expand opportunities to serve at the District level, and develop a plan to enlist Rotary youth in the ‘next steps’ to becoming invested Rotarians, ready and able to give back to their communities.



For help with these initiatives, contact:

- District Governor 2021-22 Judy Zone dgjudy@utahrotary.org
- District Foundation Chair Scott Leckman leckman@xmission.com
- District Membership Chair Scott Florence srf2624@yahoo.com
- District Public Image Chair Pearl Wright pearl.slrotary@gmail.com
- District Youth Chair Brent Parkin bgparkin01@gmail.com