

# **Rotary Club of Conifer**

## **2011 - 2012**

### **Strategic Plan**

#### **Strategic Plan Purpose:**

This strategic plan has been developed as a fluid document to be used as a guide for the development of annual goals by the incoming President and Board of Directors. The Strategic Plan will be reviewed and updated each Spring by the President Elect and the incoming Board, with adoption by the Board of Directors at the July board meeting. Directors and committee chairs will determine specific action items to implement the strategies outlined below. The Strategic Plan recognizes the Objects of Rotary and the Five Avenues of Service as guiding principles of our actions.

#### **Vision of the Rotary Club of Conifer**

The Rotary Club of Conifer is a humanitarian service organization whose contributions improve lives in communities locally and worldwide. Conifer Rotarians are local community leaders who are interested in building lifelong friendships through the experience of providing dynamic, action oriented, volunteer service to others. Conifer Rotarians are committed to the core values of Rotary International: Service, Fellowship, Diversity, Integrity, 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:

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.

#### **Mission Statement**

Through the focus on humanitarian service, our mission is to work locally, regionally, and internationally to:

- Combat hunger
- Improve health
- Attain clean water and sanitation
- Provide literacy and education
- Promote peace through world understanding
- Support the Next Generation (Youth)
- Eradicate Polio worldwide

Under the motto "Service above Self" through sustainable projects

## **I Club Administration**

**Goal: To develop, adopt and maintain good leadership, management and communication practices for our Club.**

Strategies:

1. Regularly review By-Laws for current needs and applications
2. Provide to members a summary report of actions taken following each board meeting
3. Committee chairs, officers and project leaders to report to the membership quarterly
4. Continue the development and maintenance of the Club web site
5. Hold a quarterly fellowship/social event
6. Provide opportunities for Club members to share their passions and expertise on matters of interest to other members
7. Insure interesting and diverse weekly programs
8. Provide effective fund raising activities to carry out the service projects deemed appropriate
9. Strive for 100% member participation in fundraisers
10. Raise \$28,000 annually through fundraising.
11. Prior to the Rotary year, the incoming President and Board will develop an annual operating plan, consistent with the Strategic Plan for the ensuing year. The incoming President will conduct a Club Assembly in July to present the plan and receive input from the members. Six months into the year the President will again convene a Club Assembly to review the plan and evaluate progress with entire club.
12. President conducts quarterly meetings with committee chairs to evaluate goals and progress towards the goals.

## **II. Membership**

**Goal: To provide for the recruitment, orientation, mentoring and support of members.**

Strategies:

1. Establish a membership committee and adopt a goal for recruitment of new members. Membership Goal of 45 members for 2011-12.
2. Develop a specific orientation for any new member inducted into the Club that insures that new members understand the requirements and expectations, (attendance, financial commitment, and participation in projects) for membership.
3. Develop a specific mentor program for all new members that ensures member participation and development.
4. Establish regularly scheduled social and professional opportunities for developing acquaintance and networking of members and member families.
5. Involve families in our "Family of Rotary". Look for new opportunities for family involvement.
6. Encourage each member to yearly reflect on their participation and to formulate yearly individual goals to bring meaning to their Rotary experience.

### III. Public Relations

**Goal: To Increase the image and awareness of our Club, Rotary, and the projects being accomplished.**

Strategies:

1. Develop contacts and relationships with the media to publicize news worthy events and activities of the Club (i.e. Be in one publication each month).
2. Review and develop signage in the community for Rotary ( e.g. erect signs on Hwy 285).
3. Develop process for attaching Rotary signage to completed community projects.
4. Maintain and update Club publications to highlight member and club news.
5. Have brochures about Rotary Club of Conifer available in local grocery stores, restaurants, barbershops, etc.
6. Rotarians will attend many local events and acknowledge their Rotary membership.

### IV. Club Community Service

**Goal: Develop and implement recognizable and substantive projects that support the local community in general, including all of the Hwy. 285 corridor.**

Strategies:

*Community Service:*

1. Establish and maintain liaison with all other local nonprofits in support of community efforts for needed service projects.
2. Review the need for a community calendar.
3. Continue to support those local nonprofits that have historically been aided through donations of grants and members volunteer time, including, but not limited to, Habitat for Humanity, Mountain Peace Shelter, Mountain Resource Center, and Mt. Evans Home Health and Hospice.

*Vocational Service:*

4. Sponsor an annual Ethics in Business Award for the community.
5. Coordinate with other groups to develop and implement local adult/career programs.

## V. Next Generations

**Goal: To assist community efforts in the positive development of youth through promoting literacy, involvement in community, and knowledge and application of the Rotary Four way test.**

### Strategies

#### *Literacy:*

1. Promote, support and expand local literacy efforts in the schools by working individually with the 4 local elementary schools on their literacy needs.

#### *Youth:*

2. Support and expand Interact at Conifer High School. Membership goal Net 10.
3. Start and support Interact at Platte Canyon High School.
4. Start and support Interact at West Jefferson Middle School
5. Provide the maximum number of RYLA and YRYLA opportunities for local youth consistent with club ability and district authorized capacity.
6. Review the potential for conducting a mountain area, day long leadership opportunity using RYLA graduates as mentors.
7. Monthly Student of the Month Program.
8. Continuously, review involvement in area youth opportunities and implement as believed desirable programs to expand on these opportunities.
9. Establish a scholarship fund for youth that do community service through interact'
10. Continue the Youth Exchange program and seek to include additional youth and a variety of foreign countries consistent with club budget capacity.

## V. Club International Service

**Goal: To develop and support sustainable World Community projects in places of need, and support Rotary International initiatives.**

### Strategies:

#### *World Community Service:*

1. Continue support of international projects in Kenya and Nepal.
2. Promote the support of international projects being sponsored by other Rotary Clubs in the area.
3. Explore projects in a locale more available for member participation, both geographically and financially.

#### *RI Foundation:*

4. Have at least 80 percent of Club members participating in donating to RI.
5. Have all members donate \$75 to the Polio Plus Program
6. Sponsor an ambassadorial scholar.
7. Annually, support Rotary Youth Exchange student – 1 in and 1 out.
8. Annually, host a GSE Team

## **VI Conifer Rotary Foundation**

**Goal: To distribute funds exclusively for charitable and educational purposes that support the above outlined goals of the Rotary Club of Conifer.**

Strategies:

1. Leverage by applying for all available grants.
2. Promote local fund raising to support the allocation of grants.
3. To follow the criteria established by the Grants Committee chartered in 2010, and approved by the Board the same year.