

**Camden Rotary Club Strategic Framework/Plan**

**MISSION: To strengthen and support our community, promote service above self, and provide fellowship for our members.**

<b>Whom We Serve</b>	<b>MEMBERS</b>	<b>COMMUNITY</b>	<b>SUPPORTERS</b>
<b>Strategic Objectives</b>	<b>Provide a friendly, inclusive atmosphere in the spirit of service above self.</b>	<b>Strengthen relationships with organizations and individuals in accordance with our mission.</b>	<b>Ensure that all supporters feel appreciated and recognize the value of their contributions.</b>
<b>Measurable Outcomes by the end of June 2026</b>	Net 1 additional membership. Add 1 new member under 60 years of age.	8 members visit nearby clubs. Provide access to club expertise for 1 grant recipient.	Add 1 planned gift. Attract 2 more major sponsors for MBTS.

<b>Overarching Strategies</b>	<b>BUILD MEMBERSHIP AND DEEPEN ENGAGEMENT THROUGH EFFECTIVE GOVERNANCE LED BY: BRUCE/BARRY</b>	<b>ESTABLISH A COMPREHENSIVE APPROACH TO FUNDRAISING AND PHILANTHROPY LED BY: *BRUCE/GRAHAM</b>	<b>BUILD AND MAINTAIN A STRONG COMMUNICATION PROGRAM LED BY: JOAN/KRISTY</b>	<b>PROMOTE LOCAL ECONOMIC/WORKFORCE DEVELOPMENT LED BY: JOAN/AUDREY</b>	<b>DEVELOP AND NURTURE CONSTRUCTIVE COLLABORATIONS LED BY: CLARK, MARCI</b>
<b>Long-Term Strategies ('25 – 26)</b>	<ul style="list-style-type: none"> <li>*Make club participation accessible to a broader range of people.</li> <li>*Align activities and policies with Club/Foundation bylaws and best practices.</li> <li>*Increase direct involvement with Interact members and other young people.</li> </ul>	<ul style="list-style-type: none"> <li>*Establish and execute a comprehensive development and charitable giving plan.</li> <li>*Implement tactics including planned giving to build the Foundation's grantmaking capacity.</li> <li>*In addition to grants for agencies addressing acute community needs, strengthen multi-year collaborations with some grantees to foster capacity-building relationships.</li> </ul>	<ul style="list-style-type: none"> <li>*Build a sustainable system for cultivating speakers and supporters and informing them of our activities and achievements.</li> <li>*Strengthen and enhance internal and external communications to engage members and others.</li> <li>*Promote our social media presence to broaden our audience and encourage interaction.</li> </ul>	<ul style="list-style-type: none"> <li>*Increase knowledge of local economic trends and challenges among club members and the wider community.</li> <li>*Expand funding for individuals pursuing vocational education in the form of scholarships and toolships.</li> <li>*Promote opportunities in skilled trades to young people.</li> </ul>	<ul style="list-style-type: none"> <li>*Formalize a multi-year collaboration with one or more nonprofit associations or service providers..</li> <li>*Apply members' relevant expertise to the needs of grantees.</li> <li>*Strengthen ties with other local Rotary clubs and Interact.</li> </ul>

**Short-Term Strategies are updated on completion. Club members can request details about them from the leaders that oversee the overarching strategies, as named above.**