

Leesburg Daybreak Rotary Club 2010-2015 Strategic Plan

MISSION STATEMENT

The purpose of the Rotary Club of Leesburg-Daybreak is to serve the community and advance the goals of Rotary International, while demonstrating high ethical standards and providing business and social opportunities for our members.

VISION 2010 -2015

The Rotary Club of Leesburg-Daybreak exemplifies the Rotary International ethic of caring for community, service, leadership, camaraderie and loyalty to each other. The members of the club have now made a mutual commitment to undergo a shift in planning and governance to set a new standard for a proactive contribution to the community.

The club has embarked on an adjustment to the traditional annual leadership cycle to include an on-going planning sequence. The enhanced planning discipline will result in:

1. A five year vision that is both challenging and tangible
2. An extended commitment to review and update the strategic plan every three years
3. An annual action plan adjusted at the start of each year to meet changing circumstances
4. Ownership of all objectives presented
5. The distribution of ownership throughout the club
6. The monthly monitoring of promised outcomes

In order to ensure the long-term continuity of the strategic plan, the leadership has pledged to adjust the ongoing governance, consistent with the policies of RI.

As a result of establishing advanced planning methods and ongoing plan ownership, together with using the calendar as a tool for progress, the achievements of the Club will stand out both in the community and in Rotary International.

Over the next three years it is intended that there will be steady growth of membership, both as the result of an active recruiting program and through efforts made to provide fulfilling involvement for all members, thereby reducing attrition.

In order to remain financially viable, the club will establish fundraising appropriate to support community-giving goals, secure sufficient income to sustain all operations and develop a meaningful financial reserve and growing endowment.

To ensure the club will persevere in enhancing the quality of life in the community, the club commits to continuously develop and promote projects for which the members have a passion. In turn this will be a valuable path forward to reach those who wish to join us.

Leesburg Daybreak Rotary Club 2010-2015 Strategic Plan

GOAL 1 Planned Future:

Assure that all desired outcomes of The Club are defined in advance and managed over time

GOAL 2 Membership:

Grow an engaged and involved membership with broadened diversity and improved retention

GOAL 3 Financial Strength:

Assure that the Club has appropriate and sufficient funding and reserves to accomplish all Goals and Objectives

GOAL 4 Impact:

Assure that the clubs' impact on its members and the community is significant and recognized.

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GOAL 1 Planned Future

Objective 1.1 Strategic Plan: Develop a five-year strategic plan

Objective 1.2 Multiyear Targets: Develop annual, three, and five year active targets

Objective 1.3 Consensus: Develop consensus among membership

Objective 1.4 Governance: Adjust governance and bylaws to incent a long view of development

Objective 1.5 Continuity: Ensure Leadership continuity and additional skills development

Objective 1.6 Annual calendar: Develop and administer an annual calendar

GOAL 2 Membership

Objective 2.1 Growth: Develop a Recruitment / Retention plan

Objective 2.2 Diversification: Ensure diversification and growth of membership

Objective 2.3 Leadership: Identify and attract a growing group of potential leaders

Objective 2.4 Sponsorship: Clarify and enhance the role of internal sponsorship

GOAL 3 Financial Strength

Objective 3.1 Reserve Funds: Establish 4 months of monthly expenses for the Operating account and ½ of the average prior 3 years giving for the Community Giving Fund

Objective 3.2 Sustainable Fundraising Program: Establish a repeatable process that measures performance, solicits feedback and documents our fundraising events

Objective 3.3 Annual Budget and Financial Reporting: Create a reporting process by which our monthly financial statements are tied to the annual budget

Objective 3.4 Treasurer Transition: A program that easily maintains data and transfers reporting capabilities from one Treasurer to the next Treasurer

Objective 3.5 Endowment Fund: A financial account that exists in perpetuity which provides financial support for our community endeavors

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GOAL 4 Impact

- Objective 4.1 Community Service support:** Support existing community service organizations in a visible, meaningful manner
- Objective 4.2 Service Programs:** Develop new service programs which fulfill unmet community needs
- Objective 4.3 Scholarships:** Provide scholarships for graduating high school students who might otherwise not be able to attend post-high school education
- Objective 4.3 GSE:** Participate as a host club or provide a team leader for a Group Study Exchange program at least every other year
- Objective 4.5 District Grants:** Obtain one grant per year from District 7610 for a service project
- Objective 4.6 Public Relations:** Develop and implement a public relations plan to increase community awareness of the Daybreak Club
- Objective 4.7 Member Fulfillment:** Meet club members' expectations, expressed or implied, for opportunities to serve the community in a meaningful way
- Objective 4.8 International Service Projects:** Undertake one new service project in a foreign country every third year