

# Strategic Plan 2019-2024

Version 1.0 Updated: 11/27/2018

## **Mission**

Greenwood Rotary Club supports the mission of Rotary International and strives to improve the health, education, wellbeing and success of our community as a whole.

## **Vision**

Our vision is to provide comraderie of membership, excellent public image, and outstanding service and charitable support to our community and the world.

## **Priority Statement**

Greenwood Rotary Club's priorities are to:

- Support The Rotary Foundation in the eradication of Polio and doing good in the world through both financial contributions and program participation.
- Advance the recognition and public image of Rotary.
- Increase our club's capacity to implement successful service projects and charity to address the needs of our community.
- Expand and diversify membership.
- Enhance the satisfaction, enjoyment and fellowship of membership in our club.
- Optimize the use and development of leadership talents within the club.
- Fully implement the strategic planning process to ensure continuity and consistency within our club.

## **INITIATIVE #1 - LEADERSHIP**

### **Objective – Leadership**

Identify club leaders who are committed to achieving club, district and Rotary International goals and implement a leadership development and training program and get them involved.

### **Strategies – Leadership**

- Define roles, responsibilities and accountabilities for leadership positions.
- Define expectations for the club leadership positions.
- Develop and provide tools to assist in a leader's success.
- Provide training to improve club leadership's ability to develop and implement plans.
- Increase participation of club leadership in RLI (Rotary Leadership Institute).
- Require that club officers-elect attend District Club and Leadership Training.
- Encourage committee chairs to serve for three years and to act as mentors to members who are designated for future club chair positions.

### **Success Defined - Leadership**

All club directors and officers for the upcoming Rotary Year elected by December 31. All club committee leaders identified and listed in district data base and RI member access by April 1. All officers, directors and committee chairs are in place and trained by July 1.

## **INITIATIVE #2 – MEMBERSHIP**

### **Objective – Membership**

Improve membership growth, diversity and retention

### **Strategies – Membership**

- Inform and educate our club about the value of a diverse and balanced membership.
- Recruit new members from demographic groups not currently represented in our club.
- Research and use “best practices” information about retention and growth of club membership.
- Develop and maintain a plan (including goals and measures) to attract and retain new members.
- Cultivate Rotary Alumni.

### **Success Defined - Membership**

Net membership growth for our club of **5** or greater each year for the next 5 years (goal of **143** as of 6/30/2024); achieve member retention rate of greater than 85%.

## **INITIATIVE #3 - Administration**

### **Objective – Administration**

Develop the organization, policies, operational processes, communications, and meetings to provide for a larger and growing club, efficient operations, achievement of our mission, enjoyment of our membership, and positive recognition of our community.

### **Strategies – Administration**

- Expand the effectiveness and member usage of our web based tools.
- Document operational processes.
- Improve communications with members and public.
- Define standard organizational structure that is not reinvented yearly but allows for flexibility in a specific year’s operational plan.
- Develop leadership sustainability policy.
- Improve and expand effectiveness of social media.

### **Success Defined - Administration**

Successfully approved manuals, operating procedures, and training in place and updated as appropriate.

## **INITIATIVE #4 – Service**

### **Objective – Service**

To exemplify “Service Above Self” and provide the commitment and social responsibility to improve the quality of life for those who live in our community and beyond.

### **Strategies – Service**

- Review regularly service opportunities within our community and involve each club member in an assessment of community needs.

- Identify and consider international service with club member participation.
- Capitalize on the unique talents of members.
- Initiate projects in accordance with the needs of the community
- Work closely with the Emerald City club, Interact clubs, Rotaract club, and other groups in order to coordinate Community Service efforts.
- Achieve proper public recognition for our Community Service projects.
- Act as catalysts to encourage other organizations to work together in Community Service efforts.
- Transfer responsibility for continuing projects, when appropriate, to community, service, or other organizations so that our club can become involved in new projects.

### **Success Defined - Service**

Successful service projects that: utilize funds and club members' time to maximize benefit to those in need, provide a positive Rotary image, and provide member satisfaction in "Service Above Self". Achieve 80% or better member participation.

### **INITIATIVE #5 – Charitable Contributions**

#### **Objective – Charitable Contributions**

Advance the improvement of health, the support of education, and the alleviation of poverty in our community and the world. "Do Good In The World".

#### **Strategies – Charitable Contributions**

- Expand club's fundraising and donations for local charities/service projects
- Inspire club members to give to The Rotary Foundation
- Promote District and Foundation grants
- Attend the district Rotary Foundation and Grant Management seminars
- Support the global certification of polio eradication
- Support local or regional charitable efforts recommended by the Board
- Provide/help with fundraisers to benefit charitable organizations which support our mission
- Better utilize and organize our Greenwood Rotary Foundation and keep membership informed
- Educate club members on what we do
- Report what we have done

#### **Success Defined - Charitable Contributions**

Annual Fund giving increase to \$200 per member by 2024; contributions and fundraising for local charities and service projects increased to \$30,000 by 2024; yearly District Grant received.

**Approved 12/4/2018 by Board of Directors.**