

THE ROTARY CLUB OF FREEPORT - STRATEGIC PLAN



**AREA OF FOCUS: CLUB ACTIVITIES FOR GROWTH AND DEVELOPMENT**

**GOAL (result): MEMBERS WILL BE ENGAGED AND ACTIVE**

<b>OBJECTIVE</b> <i>(What do we plan to do?)</i>	<b>STRATEGY</b> <i>(How will we do it?)</i>	<b>RESPONSIBILITY</b> <i>(Who will make sure it is completed?)</i>	<b>TIME FRAME</b> <i>(By when will we have completed it?)</i>	<b>DID WE DO IT?</b> Yes - Y No - N
President Installation	A DG or ADG pins Incoming President. ADG or New president pins Board Members.	President  President Elect	End of June each year	Y
Getting To Know You - Classifications	Each month, instead of an outside speaker, New and Old members share information about themselves with the club	Membership Chair  PI-with responsibility for speakers	July 2020 - June 2021	
Club Assembly-Each Quarter	No regular club meeting. However, the club will host a club assembly geared to increase knowledge club business) and understanding of rotary operations.	President	July, 2020 October, 2020 January, 2021 June, 2021	
Club Social-Each Quarter	Club members will pot luck and bring their spouses or friends to club socials to foster better acquaintance working relations among rotarians.	Fellowship Committee	September, 2020 December, 2020 March, 2021 June, 2021	
Rotarian of the Year	A criteria to be established by the sitting President, based on fairness to all, where a rotarian will be honored for his/her service throughout the year.	Sitting President	June 2021	

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### AREA OF FOCUS: COMMUNITY AWARENESS

#### GOAL (result): AWARENESS ABOUT OUR ROTARY CLUB IS RAISE

<b>OBJECTIVE</b> <i>(What do we plan to do?)</i>	<b>STRATEGY</b> <i>(How will we do it?)</i>	<b>RESPONSIBILITY</b> <i>(Who will make sure it is completed?)</i>	<b>TIME FRAME</b> <i>(By when will we have completed it?)</i>	<b>DID WE DO IT?</b>
Identify a Key Project each year	We will canvass the community	Community Service Director	By the end of each Rotary year	
Act as reinforcement to existing project	Make contact with Leaders from various organizations where we previously lend support.	Community Service Director	By the end of each Rotary year	
Create a Public Image initiative	Create and Install sign on a major road (Untertakers Love Overtakers) Repair/Clean Signs	Website Director/ Public Image	By the end of each Rotary year	
Website	Website update will be encouraged.	Website Director	On-going	
Newspaper Articles	Information will be submitted to the newspaper at least once monthly or Media person invited to meeting	Publicity Chair	On-going	
Club Bulletins	Clubs Bulletins and information to be submitted to 6990 for awards.	President Elect  Secretary	On-going	

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### AREA OF FOCUS: MEMBERSHIP INCREASE AND RETENTION

#### GOAL (result): MEMBERS BECOME INVOLVED IN BUILDING THE CLUB

OBJECTIVE <i>(What do we plan to do?)</i>	STRATEGY <i>(How will we do it?)</i>	RESPONSIBILITY <i>(Who will make sure it is completed?)</i>	TIME FRAME <i>(By when will we have completed it?)</i>	DID WE DO IT?
Each One Reach One	Each Member will be asked to recruit one member.	Membership Committee	On-going	
100% Foundation Club	Members will be encouraged to give quarterly \$25.00.	Treasurer	By the end of each rotary year	
Encourage Members to attend District & Intl Events.	Promote District and Intl events to members.	President	By the end of each rotary year	



### AREA OF FOCUS: FUNDRAISING INITIATIVES

#### GOAL (result): THE CLUB CAN MEET ALL ITS FINANCIAL COMMITMENTS

OBJECTIVE <i>(What do we plan to do?)</i>	STRATEGY <i>(How will we do it?)</i>	RESPONSIBILITY <i>Who will make sure it is completed?)</i>	TIME FRAME <i>(By when will we have completed it?)</i>	DID WE DO IT?
Major Fundraiser-Wine and Cheese	Plan event around a targeted cause.	Fundraising committee	February 2021	
P/P Walkathon	P/P organize a walk-a-thon	Past Presidents Sgt at Arms	February of each year	

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**AREA OF FOCUS: PRUDENT MANAGEMENT OF CLUB'S FINANCES & PROTECTION OF CLUB'S IMAGE**  
**GOAL: (result) TO PROMOTE HIGH ETHICAL STANDARDS AND GARNER MORE RESPECT FOR ROTARY**

<b>OBJECTIVE</b> <i>(What do we plan to do?)</i>	<b>STRATEGY</b> <i>(How will we do it?)</i>	<b>RESPONSIBILITY</b> <i>Who will make sure it is completed?)</i>	<b>TIME FRAME</b> <i>(By when will we have completed it?)</i>	<b>DID WE DO IT?</b>
Save on cost for Club Officers To attend District & International Events	Register Club Officers early to attend District International Events Set aside funds ear-mark for travel	Treasurer President Elect	By first deadline given	
Manage club billing & payment of dues	Quarterly dues must be paid in full by End of each quarter.	Treasurer	End of each Quarter	
Demonstrate professionalism & High ethical standards	Attend meetings on time Seek to not walk out on speakers Presentation Live up to commitments made	Every Member	Annual Review	