



Eagle River Area Rotary Club

2017 – 2020 Strategic Plan

Rotary Club of Eagle River Area's Strategic Plan provides a framework for our Club's future, ensuring that we continue to be known as a respected, dynamic organization that advances our community and communities worldwide.

It consists of the following:

A Mission Statement.

A Vision Statement.

An "Elevator" Speech.

The Strategic Plan setting forth the Strategic Areas of Focus:

Priority 1: Being a Stronger More Effective Club.

Priority 2: Having a Greater Impact.

Priority 3: Achieving Greater Visibility and Influence

Priority 4: Pursuing Increased Operational Effectiveness and Financial Stability.

The President will incorporate the tenets of the Strategic Plan in Club planning efforts, monitor its effectiveness and applicability and suggest/support changes as necessary to continually support our Club's Mission and Vision.



Rotary Club of Eagle River Area

Mission, Vision and Elevator Speech

Rotary Club of Eagle River's Mission, Vision and Elevator Speech is an integral part of the Club's Strategic Plan.

Mission Statement

To provide business, professional, and local leaders opportunities to serve others in ways that benefit our community and to promote high ethical standards, fellowship and goodwill in our community and worldwide.

Vision Statement

The Rotary Club of Eagle River Area will continue to be the premier Service Club for our community's civic minded leaders of all ages who enjoy each other's company, have fun working together on projects that focus on youth, and are committed to the Rotary motto "Service Above Self."

Elevator Speech

The Rotary Club of Eagle River Area is the premier Service Club for Eagle River's civic minded leaders of all ages who enjoy each other's company, have fun working together on projects that focus on youth, and are committed to the Rotary motto "Service Above Self."

If you would like to know more about Rotary perhaps we could set a meeting to discuss Rotary further or please join me at one of our meetings – Morning or Noon.

**Rotary Club of Eagle River Area
2017 - 2020 Strategic Plan**

	Priority 1: Stronger, More Effective Club		
	Initiative / Metrics	Start Date	Responsible Position
	A. Engage in active membership drive initiatives year-round	2017	
	--Develop Membership Attraction and Engagement plan to "Shoot for 50 members!"	2018	Membership Chair, Club President, PE
	--Grow to a 30+ Interact Member High School program	2018	Interact Chair
	--Support four RYLA students every year	2020	RYLA chair
	--Expand our Youth Exchange participation and bolster our host support network	2018	YEO and Club members
	--Establish an Outreach Sub-committee of the Membership Committee to engage the Military community	2018	Membership Chair, Club President, PE
	B. We want to ensure both our Morning and Noon Meetings are welcoming to existing and prospective members.	2017	Membership Chair, Club President, Alternate Meeting Director
	C. We want our demographics and business profile to be representative of our community; develop a membership plan to reflect this	2018	Club President, PE, Membership Chair
	D. Encourage Club members to develop and bring forth any ideas and initiatives that may benefit the Club.	2017	Club President
	E: We will share our lessons learned with and from other Clubs in our District and, utilizing available tools, through the Rotary world.	2017	Club Service Chair, Club President

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	Priority 2: Greater Impact		
	Initiative / Metrics	Start Date	Responsible Position
	A. Take positive steps towards international projects by:		
	--Participating in an international project by 2020	2018	International Service chair, club president
	--Continue support of Shelter Box as a Rotary Project Partner	2017	Shelter Box Coordinator
	--Establish a relationship with a Sister Club in another country	2019	Club President, President-elect, International Service Chair
	--Having four members participate in a Polio Eradication effort abroad	2019	Foundation chair
	--Successfully completing a Global Grant project by 2022	2020	Foundation chair and Service Chair, Club President
	B. Collaborate and act upon our community's needs by		
	--Collaborating with other Community Service Organizations for local projects	2017	Community Service Chair and various project chairs
	--Sharing "Choices" program's benefits with all Eagle River 8th grade Students	2017	Service Chair, Choices Program Manager
	--Collaborating with others to keep our local natural treasures, like the Eagle River Nature Center and local parks, vibrant, clean and beautiful	2017	Service Chair
	--Beginning the strategic planning for the development of a community "My House" (homeless teens) support center	2018	"MY HOUSE" Committee, Brad Gamble
	C. We will set high, but achievable Rotary Foundation annual goals to increase annual giving by 5% per year.		Foundation Chair, Club President
	D. We aim to have 100% of our members achieve Paul Harris Foundation recognition by 2020	2017	Foundation Chair

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	Priority 3: Greater Visibility and Influence		
	Initiative / Metrics	Start Date	Responsible Position
	A. We want to become a vibrant, active Club known for being fun	2017	Public Image Chair, Membership Chair
	B. Create a Public Image campaign, that showcases our activities.	2017	Public Image Chair, Membership Chair, Club Administration Chair
	C. Raise awareness in the community about Rotary using various large community events	2018	Club President, PE, PI Chair
	D. All members projecting a dynamic and friendly image of Rotary and its values to all people of all ages	2017	ALL MEMBERS
	E. Develop fundraising events, both bolstering current fundraising activities and implementing new and sustainable fundraising events.	2018	Club President, PE, BOD

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	Priority 4: Increased Operational Effectiveness and Financial Stability		
	Initiative / Metrics	Start Date	Responsible Position
	A. We will encourage all Presidents-elect to attend Leadership Academy	2017	Club Board of Directors
	B. We encourage all committee chairs and board members to attend Annual District 5010 Assemblies	2018	Club Board of Directors
	C. We will develop a Club Leadership Plan	2018	Club Board of Directors
	D. We will provide mentorship and preparation for Board leadership positions with a Board "shadow" program	2017	Club Board of Directors
	E. Establish budgeting process that incorporates a balanced budget.	2017	Club President, Treasurer, BOD
	F. Incorporate and adhere to adequate financial to controls that ensure good and proper stewardship of Club finances.	2017	Club Treasurer
	G. Conduct a semi annual review of the Strategic Plan.	2017	Administration chair, Club President
	H. Review/revise Club By Laws as necessary.	2017	
	I. Develop an effective communication plan utilizing Club newsletter, monthly Club assembly, and website to communicate relevant Club activities and business	2018	Administration Chair, Club Secretary, Club PE, Public Image Chair