

RY 2024 -2026

Rotary
Club of Marana



STRATEGIC ACTION PLAN

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EXECUTIVE SUMMARY

Beginning July 2024, the Rotary Club of Marana embarked on developing a Strategic Action Plan aligned with District 5500 and Rotary International's four Action Plan priorities.

By leveraging the valuable insights gathered during our planning sessions, we have crafted a plan designed to:

- **Provide a Clear Vision and Direction:** This plan will ensure that the entire Club is unified in its objectives and that all efforts are effectively aligned with our mission.
- **Set Specific and Clear Objectives:** By establishing measurable goals, we can track our progress and make informed adjustments as needed.
- **Optimize Resource Allocation:** This plan will guide us in strategically allocating our resources - time, money, and volunteer efforts - to maximize our impact.
- **Engage Members Effectively:** We will clearly define roles, responsibilities, and opportunities, fostering greater member involvement and engagement.
- **Address Community Needs:** This plan will help us identify and prioritize the needs of our community, ensuring that our projects and initiatives are both impactful and relevant.

In essence, this Strategic Action Plan will serve as a roadmap that will guide the Rotary Club of Marana in achieving its mission while enhancing our overall effectiveness and impact.

MISSION STATEMENT:

A club of **dedicated** individuals united by a **shared passion** for making a **positive impact** in our community and beyond. Together we strive to enhance lives through **service above self**.

PILLARS:

- **Leadership:** Enhance leadership skills and foster a culture of mentorship within the Club to build strong, capable leadership team.
- **Membership:** Attract, engage, and retain a diverse and active membership to ensure the Club's sustainability.
- **Program:** Develop and implement programs and initiatives that address community needs and align with Rotary's mission.
- **Service:** Expand and improve service projects to make a meaningful difference in the community and beyond.
- **Fundraising:** Continue to create innovative fundraising campaigns to support and sustain Club service initiatives.
- **Marketing:** Enhance communication strategies to effectively share our mission, achievements, and opportunities with the public.

PILLAR 1: LEADERSHIP

Enhance leadership skills and foster a culture of mentorship within the Club to build strong, capable leadership team.

Objectives:

1. Develop a succession plan for preparing future club leadership.
2. Clearly document the responsibilities and expectations for each leadership position.
3. Annually review and, if needed, update Club bylaws and processes for efficiency.

PILLAR 2: MEMBERSHIP

Attract, engage, and retain a diverse and active membership to ensure the Club's sustainability.

Objectives:

1. Create a Steering Committee dedicated to scouting and recruiting new members for the Rotary Club of Marana.
2. Introduce and promote various membership categories to attract a broader and more diverse group of individuals.
3. Enhance the efficiency and effectiveness of the new member orientation process to ensure a smooth integration into the Club.

PILLAR 3: PROGRAM

Develop and implement programs and initiatives that address community needs and align with Rotary's mission.

Objectives:

1. Determine the key Rotary themes and programs that are relevant to the Club, such as community service, international projects, leadership development, local initiatives and prioritize themes based on member interests.
2. Regularly review the effectiveness of speakers and make adjustments to the selection process as needed.
3. Improve club member use of available tools through District and Rotary International.

PILLAR 4: SERVICE

Expand and improve service projects to make a meaningful difference in the community and beyond.

Objectives:

1. Identify and evaluate community needs in order to discover and prioritize future service opportunities.
2. Continue supporting initiatives related to education and food insecurity locally and internationally.

PILLAR 5: FUNDRAISING

Continue to create innovative fundraising campaigns to support and sustain service initiatives.

Objectives:

1. Continue to support and enhance the annual Tour de Cookie fundraising event.
2. Organize a brainstorming session with Club members to generate ideas for potential new fundraisers.

PILLAR 6: MARKETING

Enhance communication strategies to effectively share our mission, achievements, and opportunities with the public.

Objectives:

1. Build a comprehensive list of targeted Marana area community leaders, neighborhood associations, and nonprofits to promote Rotary Club of Marana activities and engage the community.
2. Develop creative and consistent campaigns that communicate the benefits of joining the Rotary Club of Marana.
3. Develop an elevator pitch and empower members to share a unified message on social media channels.

Rotary Club of Marana



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