



## VISION

INSPIRED LEADERS CONNECTING  
FOR EXTRAORDINARY GOOD

### MEMBERSHIP

1. Retain 85% of members each year through initiatives to improve Club member connectivity, and develop technology and processes to aid prospective and new member communications.
2. Add 100 new members each year by addressing barriers to new member recruitment including time, cost, and meeting location.
3. Collaborate with eight Seattle-based volunteer organizations on an ongoing basis through partner joint-fellowship events, dual-membership incentives, and sponsorships.

# SEATTLE ROTARY 2020

## A THREE-YEAR STRATEGIC PLAN

### MISSION

*Seattle Rotary creates strong relationships, informs understanding, and serves to resolve critical community needs.*

### SERVICE

1. Deliver a suitably structured portfolio of service opportunities which retains members through meaningful engagement in community service.
2. Increase awareness among target external audiences through broadened promotion of Club service activities.
3. Enhance Rotary recognition by making meaningful differences in our community.

### FINANCE / ADMINISTRATION

1. Create a human resources plan for both paid staff and volunteers that supports the day-to-day operations of the RCOS as well as its strategic priorities including membership development, service delivery, and program excellence.
2. Design a technology plan that effectively, efficiently, and sustainably supports the day-to-day operations of the RCOS.
3. Establish clear guidelines for roles and responsibilities related to the Club administration and volunteer support for SRSF.
4. Create a plan for alternatives for facilities usage for the RCOS and SRSF.
5. Assure the Club maintains and further strengthens its financial health and viability through 2020 by offering strategic guidance when developing the Club's annual budget each year.



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