The Gilford Rotary Club of New Hampshire

STRATEGIC PLAN FOR 2025-2030

This is the Strategic Plan for the Gilford Rotary Club of New Hampshire. It is a living document that can be modified at any time based on recommendations provided by the Vision Committee and presented to the Club's Board of Directors for approval and adoption. Additionally, this Strategic Plan is intended to adhere to as well as complement the Club's By-Laws.

I. THE BASICS

(A) Club's Guiding Motto

Gilford Rotary is a fun and friendly Club committed to helping local and global communities.

(B) Club's Core Identity

Gilford Rotarians are known for Service Above Self, as People Helping People, and for Fellowship. Small enough to know each other but large enough to serve the community, all members actively participate in club activities and projects that are focused on helping communities. This is done by:

- organizing hands-on FUNdraising events
- participating in club activities that help communities
- performing hands-on community service projects
- helping young people, older adults and those in need
- supporting Rotary International Service Projects

(C) Club's Membership & Growth

By 2030, the Gilford Rotary Club will be comprised of 60-70 active, engaged members who seek to accomplish the goals and objectives detailed within Sections II through IX listed below. The Board will evaluate attainment of these goals and objectives on both a continuing and an annual basis.

(D) Club's Overall Goals & Objectives

1. Attainment of the goals and objectives listed in Sections II through IX shall be achieved through the efforts and actions of the various committees within the Club, which will be empowered to:
   - accomplish the goals and objectives of their particular committee as discussed in the relevant section below as well as any additional tasks as directed by the Board
   - recruit community members and organizations to collaborate and/or contribute to achieving the goals and objectives determined and specific to their particular committee
   - evaluate the results of the committee's efforts in accordance with the Strategic Plan

2. Gilford Rotarians will be asked to become members of one or more committees, based on their preferences and/or the needs of the Club. Each committee will:
   - have a designated Chair and Vice-chair, at a minimum
   - determine how it should operate to best accomplish its goals and objectives
   - provide for smooth operation, effectiveness, and continuity of its work
   - ensure operational documents are prepared, maintained and updated, as needed/necessary

3. Members of the Board will serve on these committees as well, also based on their preferences and/or the needs of the Club. Typically, the Club's Vice President serves as the Chair of the Fundraising Committee and the President-Elect serves as the Chair of the Vision Committee. Other Board members will be on the other committees as discussed below and will assist those Chairs with communicating between these committees and the Board.

4. Meetings of the Board may, at times, require/request reports and/or updates on committee activities with Chairs providing this information in-person, in writing, or by having another committee member attending the meeting to represent and share on the work of their committee. The Board may be asked to be informed of the status of certain committees as well as potentially having to provide guidance, as necessary, to committees.

(E) Strategic Plan Implementation & Modifications

1. Members of the Board will accept the Strategic Plan as presented by the Vision Committee or return it for the requested changes. The Board will then vote to put the plan into effect. This will apply to any recommended modifications that may be proposed by the Vision Committee as well.

2. The Vision Committee, normally comprised of past and future Club Leadership, will serve as an impartial review team and will plan to meet semi-annually, usually October and April, to assess the progress made in meeting the goals and objectives contained within the Strategic Plan. It will report its findings to the Board and recommend changes to the Strategic Plan when appropriate. Every Rotary year, the President-Elect serves as the Chair for the Vision Committee and, by doing so, becomes intimately acquainted with the Club's ongoing and continuing progress with regards to attainment of goals and objectives as they transition into their year as Club President.

II. CLUB SERVICE

(A) Goal #1 - Interesting & Engaging Programs

1. The Program Committee will create a plan and select speakers and topics that:
   - raise awareness of what is going on in the communities and around the world so that the Club's efforts can be more effective and productive
   - ensure presented programs involve the community, having these programs aid in attracting and bringing in new members to the Club
   - introduce prospective new members to Rotary by inviting them to speak/present
   - educate and entertain Gilford Rotarians to assist with attendance and retention
   - bring in young people to speak, assist them in their efforts, and introduce them to Rotary

(B) Goal #2 - Regular Activities of Fun & Fellowship

1. The Club Service Committee will:

(a) Develop and implement social activities several times per year that:
   - promote fellowship among members
   - increase membership retention
   - appeal to younger members
   - involve family and friends of members
   - serve as a low-key means of recruitment

(b) Support Gilford Rotarians experiencing health issues or having lost loved ones:

- provide members with notification when a Gilford Rotarian is going through a hardship
- send correspondences, cards, and/or flowers when applicable/as needed
- encourage members to make visits and/or offer outreach as appropriate
- keep in touch when a Gilford Rotarian is unable to attend club meetings due to a medical condition or loss as well as identifying ways that the Club could assist and support that member (for instance, performing yard work for an incapacitated member, etc.) when necessary

(C) Goal #3 - Comprehensive Recruitment & Orientation

1. The Membership Committee has a vital role as it recruits and orients new members, though it is the role of every Rotarian to engage new members, this committee shall specifically:
   - aid Gilford Rotarians in an organized, strategic manner to invite and welcome new members
   - familiarize new members to Gilford Rotary Club as well as offering guidance as needed
   - perform an exit interview with members leaving the Club and advise the Board on the findings so that the Board may then improve selection, retention, and support of members

2. The Membership Committee will devise a five-year recruitment and retention plan that will get the Club to its goal of 60-70 active, engaged members, with this plan including:
   - detail of the quality, type, and diversity of members essential to meet the goals and objectives of the Club, particularly young professionals to bring new energy and sustainability
   - develop and maintain a list of Gilford businesses and civic/community organizations to actively recruit leaders to become members of the Club
   - explain how to effectively encourage and support the recruitment of new members to the Club as well as the proper way to orient these new members
   - describe how to appropriately use social media to appeal to young professionals
   - define how best to mentor new members in their first year as well as reminding their sponsors that mentoring these new members is their responsibility too, and to then support their efforts

(D) Goal #4 - Establishment of a Donations Committee

1. The Donations Committee will be established and enacted to:
   - advise the Board on donation strategies and/or suggestions
   - review and advise the Board on solicitations for donations
   - assist the Budget Committee with allocation of budgeted donations

III. VOCATIONAL SERVICE

(A) Goal #1 - Vocational/Classification Talks

1. The Vocational Service Committee will coordinate with the Program Committee to:
   - schedule members to give vocational classification talks with every member being scheduled to provide this talk at least once per year

(B) Goal #2 - Matching Member Vocations to Community Needs

1. The Vocational Service Committee will coordinate with the Community Service Committee to:
   - match vocations of members to identified community needs
   - develop plans to meet those identified community needs

(C) Goal #3 - 4-Way Speech Contest

1. The Vocational Service Committee will:
   - coordinate with Gilford High School for the Club to sponsor an annual 4-Way Speech Contest that will award cash prizes to the top three student speakers, with the first place speaker moving on to compete in the District level Semi-final 4-Way Speech Contest

(D) Goal #4 - Career Day at GHS

1. The Vocational Service Committee will:
   - coordinate with Gilford School District to hold an annual Career Day at Gilford High School

IV. COMMUNITY SERVICE

(A) Goal #1 - Community Needs Assessment

1. To truly serve the Gilford community, the Club must be aware of its needs and should listen to the groups and individuals that serve Gilford as well as those in the surrounding communities. This will bring different perspectives to the table and may assist the Club in determining the needs of the community that it can fulfill. Members are also encouraged to bring their own ideas to the table.

2. The Club President and Community Service Committee Chair will maintain a connection with community leaders and organizations to help inform them of the Club's efforts, determine if new needs have emerged, and bring more community involvement to the work being accomplished.

(B) Goal #2 - Multiple Mini Projects Annually

1. Club members like to participate in hands-on service projects that can have a favorable impact on the groups and/or individuals that are served. Several related committees may be combined into one committee to carry out projects. These projects would be in addition to existing service projects like the yearly Senior Dinner and the Cheryl Lynn Walsh scholarship program.

(C) Goal #3 - Feeding Those in Need & Experiencing Food Insecurity

1. The Community Service Committee will organize regular club participation in the ongoing efforts of community food pantries, meal kitchens, and homeless shelters to address food insecurity locally.

V. YOUTH SERVICE

(A) Goal #1 - Re-establish & Financially Support GHS Interact Club

1. The Youth Service Committee will collaborate with the Gilford School District to:
   - identify a staff member at Gilford High School who may be interested and willing to act as the Advisor to the GHS Interact Club which would mean being a Liaison to the Gilford Rotary Club
   - onboard the Liaison to the intent and expectations of a Rotary Interact Club as well as their role and responsibilities as its Advisor at GHS
   - determine how to re-establish the GHS Interact Club within the high school so that it attracts, grows, and retains student participation and membership
   - form a plan with the current GHS Interact Club members that will detail how to make sure there is continual involvement by students and school staff for years to follow

2. The Youth Service Committee will coordinate with the International Committee to:
   - review projects sponsored by District 7870 and other districts that the Interact Club may consider participating in and/or contributing to if appropriate
   - recommend to the Board a project appropriate for GHS Interact involvement
   - coordinate efforts to implement GHS Interact involvement in this project if approved

(B) Goal #2 - Promote Sustainability of Interact & Early Act Clubs

1. The Youth Service Committee will have designated Gilford Rotary Club Advisors coordinating with the Gilford schools and the Interact/Early Act Clubs to provide guidance and direction, and will:
   - attend Interact/Early Act Club meetings when possible/permissible
   - ensure the setting of goals and the implementation of projects that support their objectives
   - endorse activities and efforts that have a sense of purpose, build character, and are fun
   - keep the Gilford Rotary Club informed on the status of the Interact/Early Act Clubs
   - facilitate participation of Interact/Early Act Club members in Gilford Rotary Club events/activities
   - facilitate participation of Gilford Rotary Club members in Interact/Early Act Club events/activities
   - develop a way for Interact Club members to serve as Mentors to Early Act Club members

VI. INTERNATIONAL SERVICE

(A) Goal #1 - Increase Support for International Service Projects

1. The International Committee will:
   - review annually projects sponsored by District 7870 and other districts that leverage Foundation funds and that partner with a local organization in the community where the project will happen
   - recommend to the Board a service project appropriate for the involvement of club members
   - coordinate efforts to implement Gilford Rotary involvement within this service project

(B) Goal #2 - Grow Allocations to International Service Projects

1. The International Committee will:
   - grow the historical average of the annual budget percentage allocated to projects
   - provide financial support to existing and/or worthy International Service Projects/Grants

(C) Goal #3 - Support a Clean Water Program Annually

1. The International Committee will:
   - review annually projects sponsored by District 7870 and other districts that leverage Foundation funds and that partner with a local organization in a community installing a clean water project
   - recommend to the Board a clean water project for the club to make an annual commitment to
   - coordinate efforts to implement Gilford Rotary involvement in a clean water project

(D) Goal #4 - Promote, Recruit & Support Exchange Students

1. For outbound exchange students, the International Committee will:
   - collaborate with GHS to ensure that students are aware of the short-term and long-term exchange opportunities available through Rotary
   - coordinate with District 7870 student exchange officers as necessary/when applicable
   - assist interested students in the application process and in preparing for the exchange
   - ensure that enough funds are available and set aside to support any student selected
   - maintain contact and communication with the student while they are away on the exchange

2. For inbound exchange students, the International Committee will:
   - collaborate with GHS to establish the student's enrollment, classes, and other activities
   - coordinate with District 7870 student exchange officers as necessary/when applicable
   - identify appropriate/willing host families with a focus on parents of GHS Interact Club students
   - find an appropriate student peer from GHS Interact Club to serve as a friendly mentor and guide
   - ensure that enough funds are available and set aside to support the visiting student
   - maintain contact and communication with the visiting student and their host families to ensure that there are no issues requiring club intervention and to invite them to club meetings/events
   - organize the student's transportation to District 7870 exchange student functions through an established list of reliable, volunteer drivers

VII. FUNDRAISING

(A) Fundraising Fundamentals

1. The following are essential for Gilford Rotary Club involvement in fundraising activities:
   - clear goals and objectives as well as a defined and detailed budget for the activity
   - buy-in and commitment from members of their time and effort towards the activity
   - effective and efficient usage of Club/member resources in relation to the outcome for the activity (i.e. effort per dollar raised)
   - involvement of the larger community in participating, contributing, and/or funding
   - majority of funds raised for the activity generated from outside the club membership
   - established criteria and expectations for distribution of funds raised from the activity
   - consistent and focused publicity for the effort/endeavor before, during, and after the activity

2. Hands-on projects involving the community are, in most cases, the first and preferred choice of the Club. When the Club chooses to fundraise rather than to do a labor-intensive project, there must be a clear rationale why fundraising over performing hands-on labor is more effective for achieving the planned goals and objectives of the activity.

(B) Goal #1 - Maintain & Increase Net Fundraising Revenue

1. The Fundraising Committee will continually search for ways to increase revenues from current fundraising activities, including the Race Track, the Christmas Tree Sale, and the Old Home Day Pancake Breakfast. It will also explore new fundraising opportunities. The Chairs and Vice-chairs of the various fundraising events from the Race Track, the Christmas Tree Sale, and the Pancake Breakfast should also be members of the Fundraising Committee.

(C) Goal #2 - Discover New Fundraiser Opportunities

1. The Fundraising Committee will:
   - determine the feasibility of sponsoring a new fundraising event, with consideration to all the fundamentals listed above, to make a recommendation to the Board
   - ensure buy-in and commitment from members and encourage their full participation
   - engage the community to increase their involvement and participation
   - evaluate the event and provide a recommendation to continue/discontinue at its conclusion

VIII. ROTARY FOUNDATION

(A) The Rotary Foundation Committee will continue to educate the Club on what the Rotary Foundation does and how donations to it are used.

(B) Goal #1 - 100% of Club Members Giving $100 (or more) Annually
The Rotary Foundation Committee will continue to encourage all members to donate to the Foundation on a weekly basis during the time they pay for their breakfast at the club meetings.

(C) Goal #2 - Full Participation in "Every Rotarian Every Year"
The Rotary Foundation Committee will continue to encourage all members to donate to the Foundation in support of the "Every Rotarian Every Year".

(D) Goal #3 - Accrued Usage of Recognition Points
The Rotary Foundation Committee will develop and promote plans to use recognition points to designate Paul Harris Fellows and in a matching program to assist new donors to the Foundation.

IX. PUBLIC RELATIONS

(A) Goal #1 - More Gilford Rotary News in the News
1. The Public Relations Committee will ensure that the efforts and accomplishments of the Club are communicated extensively and publicized widely so that the community is aware of what Gilford Rotary has worked on and/or will be working on as well as notable and/or recent Club successes.

(B) Goal #2 - Community Exposure for Improved Engagement
1. The Public Relations Committee will increase community awareness of issues, projects, programs and/or efforts important to the Club, which in turn will:
   - gain assistance for club service projects (such as labor and financial contributions)
   - help recruit prospective members through the publicizing of Club activities and information
   - celebrate the achievements of community members (such as scholarship and other award recipients) associated with Gilford Rotary

(C) Goal #3 - Endeavoring to Foster Greater Public Relations
2. The Public Relations Committee will be tasked with doing the following:
   - use social media platforms (such as Facebook, Instagram, and Twitter) to publicize, circulate, and promote events/activities held by the Club
   - submit materials to be published in local newspapers, especially after meetings and/or other events have concluded as well as when activities or projects have been completed by the Club
   - update the Club's webpages on a regular basis to highlight and promote recent, current, and future meetings, activities, and/or other events
   - disseminate upcoming and future program speakers, activities, and events on the Club's website and social media platforms as well as within the local newspapers
   - ensure signage listing the charities supported by the Club will be prominently displayed at all public events/activities held by the Club
   - designate a willing and capable member to be the Club's Social Media Coordinator to help in achieving all of the above