**Lowell Rotary Club Strategic Plan 2016-2019**

**Mission**

The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and

peace through its fellowship of business, professional, and community leaders.

**Club Vision**

The Lowell Rotary Club, dedicated to fellowship with a clear focus on Service Above Self, using a hands on approach, will be the

leader in service in the Lowell Area Community, taking strategic action on Youth and Membership development and building strong

financial partnerships with Rotary International to guarantee clean water and eradicate polio around the world.

Support Lowell Area Youth

* Grow Act Groups
  + 90% Retention as kids transition through the schools (elementary to HS)
  + Engage 20% of Rotarians with Act projects/programs
  + 100% Retention of school staff
* Research feasibility of a Youth Exchange program
  + Find a Youth Exchange program chair
  + 1 inbound per year - What is required of club and community
  + 1 outbound per year - What is required of club and community

Support Local and Int’l Communities

* Hold biannual auction with proceeds for Local and Int’l projects
  + Goal to raise $80,000 over the course of 2 auctions
* Support local non-profits and community
  + Giving $40,000 over 3 years
  + Hosting 2 noon meetings a year at a local non-profit, helping with a project
  + Supporting N2N with $2000 and 20 people each year
* Continue Relationship with Starfysh
  + By sponsoring Water Filters
  + By sending 20 Rotarians in trips to install water filters
* Multi Year Showboat project
  + Continue to participate in joint meetings to help create plan for new boat
* Support Rotary International Foundation
  + Increase our EREY sustaining membership by 5 (5 members that give $100/yr)
  + Become the number 1 giving club in the district
  + Increase Paul Harris Society Member by 1 ($85/mo or $100/yr)

Grow Public Image

* Name/Logo on Service Projects
  + Sign at skate park
  + Sign at library deck
* Show Impact to Community
  + Rotary Year End review in Ledger
  + Rotary Ad Sponsored by local Rotarian (tag in story)
* Increase online presence
  + Update website with stories at least once every month
  + Grow bulletin subscribers to 10
  + Utilize Facebook Event page at least 6 times a year

Grow Membership

* Increase membership by +2 each year
  + Create incentives for members to invite potential new members
  + Host 2 special programs during the year to invite potential members to
* Grow leadership
  + 5 Committee chairs attend leadership program
  + 10 members attend District or Int’l Conference

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|  | **Action Step** | **Deadline** | **Responsibility** | **Updates** |
| **Youth Services** |  |  |  |  |
| Support Lowell Area Youth |  |  |  |  |
| Support Local and Intl Communities |  |  |  |  |
| Growing Club Public Image |  |  |  |  |

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| **Service** | **Action Step** | **Deadline** | **Responsibility** | **Updates** |
| Support Lowell Area Youth |  |  |  |  |
| Support Local and Intl Communities |  |  |  |  |
| Growing Club Public Image |  |  |  |  |

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| **Finance/Grant** | **Action Step** | **Deadline** | **Responsibility** | **Updates** |
| Support Lowell Area Youth |  |  |  |  |
| Support Local and Intl Communities |  |  |  |  |
| Growing Club Public Image |  |  |  |  |

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| **PR** | **Action Step** | **Deadline** | **Responsibility** | **Updates** |
| Support Lowell Area Youth |  |  |  |  |
| Support Local and Intl Communities |  |  |  |  |
| Growing Club Public Image |  |  |  |  |

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| **Membership** | **Action Step** | **Deadline** | **Responsibility** | **Updates** |
| Support Lowell Area Youth |  |  |  |  |
| Support Local and Intl Communities |  |  |  |  |
| Growing Club Public Image |  |  |  |  |