**Rotary Club of Conifer**

**2022 - 2023**

**Strategic Plan**

**Strategic Plan Purpose:**

This strategic is a fluid document to be used as a guide for developing annual goals by the incoming President and Board of Directors. The Strategic Plan will be reviewed and updated each Spring by the President Elect and the incoming Board, with adoption by the Board of Directors at the July board meeting. Directors and committee chairs will determine specific action items to implement the strategies outlined below. The Strategic Plan recognizes the Objects of Rotary and the Five Avenues of Service (Club, Vocational, Community, International and Youth) as guiding principles of our actions.

**Vision of the Rotary Club of Conifer**

The Rotary Club of Conifer is a humanitarian service organization whose contributions improve lives in communities locally and worldwide. Conifer Rotarians are members of the community providing dynamic, action oriented, volunteer service to others. We are committed to the core values of Rotary International: Service, Fellowship, Diversity, Integrity, and Leadership.

**Object of Rotary**

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular:

**FIRST:** The development of acquaintance as an opportunity for service;

**SECOND:** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian’s occupation as an opportunity to serve society;

**THIRD:** The application of the ideal of service in each Rotarian’s personal, business, and community life;

**FOURTH:** Promote international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

**Mission Statement**

Through our focus on humanitarian service, our mission is to work locally, regionally, and internationally to:

* Combat hunger
* Improve health
* Attain clean water and sanitation
* Provide literacy and education
* Promote peace through world understanding
* Support the Next Generation (Youth)
* Eradicate Polio worldwide

Under the motto “Service above Self” through sustainable projects

**I. Club Administration**

**Goal: To develop, adopt and maintain good leadership, management and communication practices for our Club.**

**Strategies:**

1. Regularly review our By-Laws for current needs and applications.
2. Provide members a summary report of actions taken following each board meeting.
3. Committee chairs, officers, and project leaders report to the membership as needed.
4. Actively communicate with the community by maintaining a live and current web site and by using social media.
5. Hold a quarterly fellowship/social event.
6. Encourage club members to share their passions and expertise on matters of interest to other members.
7. Provide interesting and diverse weekly programs.
8. Conduct effective fund-raising activities to generate income for service projects.
9. Strive for 100%-member participation in club activities.
10. Raise $15,000 annually through fundraising.
11. Prior to the Rotary year, the incoming President and Board will develop an annual operating plan, consistent with the Strategic Plan for the ensuing year. The incoming President will conduct a Club Assembly in July to present the plan and receive input from the members. Six months into the year the President will again convene a Club Assembly to review the plan and evaluate progress with entire club.
12. President conducts quarterly meetings with committee chairs to evaluate goals and progress towards the goals.

**II. Membership**

**Goal: To recruit, orient and support of members.**

**Strategies:**

1. Establish a membership committee and adopt a goal for recruiting new members. Membership goal of 39 members for 2022-23.
2. Develop an orientation program for new members that teaches member requirements and expectations, (attendance, financial commitment, and participation in projects).
3. Develop a mentor program for all new members that promotes member participation and development.
4. Establish regularly scheduled social and professional opportunities for developing acquaintance and enabling networking among members and member families.
5. Include families in our “Family of Rotary”. Look for new opportunities for family involvement.
6. Encourage each member to annually reflect on their participation and to formulate individual goals to bring meaning to their Rotary experience.
7. Encourage each member to update their member bio’s available on Club Runner member page.

**III. Public Relations**

**Goal: To Increase the image and awareness of our Club, Rotary, and the projects being accomplished.**

**Strategies:**

1. Develop contacts and relationships with the media to publicize news worthy events and activities of the Club (i.e. Be in one publication each month).
2. Review opportunities for and develop Rotary signage in the community (e.g. erect signs on Hwy 285, and at schools that have 285BackPak).
3. Develop a process for attaching Rotary signage to completed community projects (the new Peace Park).
4. Maintain and update Club publications to highlight member and club news.
5. Have brochures about Rotary Club of Conifer available in local grocery stores, restaurants, barbershops, etc.
6. Encourage Rotarians to attend local events to acknowledge their Rotary membership, and wear their Rotary pins.

**IV. Club Community Service**

**Goal: Develop and implement recognizable and substantive projects that support the local community in general, including the Hwy 285 corridor.**

**Strategies:**

*Community Service*:

1. Establish and maintain liaison with all local nonprofits to support community efforts for needed service projects.
2. Continue to support nonprofits.

*Vocational Service*:

1. Coordinate with other groups, including the Evergreen Rotary Club, to help educate our communities on wildfire readiness.

**V. Youth Service**

**Goal: To assist community efforts in the positive development of youth through promoting literacy, involvement in community, and knowledge and application of the Rotary Four-way test.**

**Strategies:**

*Literacy:*

1. Promote, support and expand local literacy efforts in the schools by working individually with the four local elementary schools on their literacy needs.

*Youth:*

1. Support and expand the Interact Club at Conifer High School.
2. Actively support the developing Interact Clubs at both Fitzsimmons Middle School and Platte Canyon High School in Bailey.
3. Start +and support an Interact Club at West Jefferson Middle School.
4. Provide the maximum number of RYLA and YRYLA opportunities for local youth consistent with club ability and district authorized capacity.
5. Monthly Student of the Month Program for local schools.
6. Continuously, review our involvement in local youth opportunities and develop desirable programs to expand these opportunities.
7. Continue involvement in the Rotary Youth Exchange program and seek to include additional youth consistent with club budget capacity.

**VI. Club International Service**

**Goal: To develop and support sustainable World Community projects in places of need, and support Rotary International initiatives**.

**Strategies:**

*World Community Service*:

1. Continue support of international projects in conjunction with the Rotary Club of Evergreen.
2. Support international projects sponsored by other Rotary Clubs in Area 8.
3. Explore projects in a location more available for member participation, both geographically and financially.

*RI Foundation:*

1. Participate in Every Rotarian Every Year [EREY]. Encourage all club members to contribute $100 each year through personnel donations and special fund raisers.

**VII. Conifer Rotary Foundation**

**Goal: To distribute funds exclusively for charitable and educational purposes that support our club goals.**

**Strategies:**

1. Leverage projects by applying for available grants.
2. Promote local fund raising to support grant allocation.
3. Follow the criteria established by the Grants Committee.