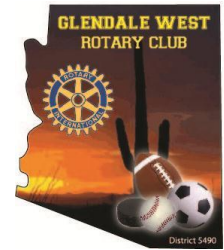


The Rotary Club of Glendale West STRATEGIC PLAN

2012-2016
Updated June 10, 2015



Our Club Mission

Glendale West Rotary Club provides business, professional and community leaders with an opportunity to make an impact on our club, community and the world through service projects that improve lives and meet human needs. We strive to provide service to others that promotes high ethical standards, fellowship and goodwill worldwide, with a special emphasis on youth.

Our Vision

Glendale West Rotary is a successful, thriving club with active, engaged members and is recognized for making a meaningful, positive impact on the community and in the world.

Our Goals

- I. Build a strong, robust, diverse membership.**
 - a. Action: Develop a membership Plan
 - b. Action: Establish an annual club social event

- II. Develop future Rotarians and leaders by supporting strong Youth Programs.**
 - a. Action: Organize and sponsor an Interact Club or support an existing Interact Club
 - b. Action: Provide support to a local elementary school
 - c. Action: Maintain ongoing support of RYLA and Youth Exchange annually.

- III. Achieve active member engagement in district, zone and international roles.**
 - a. Action: Connect to the world through active participation in an international conference or project
 - b. Action: Promote members to be active in the district roles, such as Assistant Governor
 - c. Action: Promote members to be active in Rotary-affiliated service projects beyond club

- IV. Conduct projects with broad impact in Rotary's 5 Avenues of Service: Club, Community, Vocational, International and Youth.**
 - a. Action: Achieve fundraising goals to support our projects.
 1. Secure fundraising partnerships and relationships
 2. Host a large community event
 3. Establish a scholarship fund for higher education.
 4. Identify a solution for holding and managing charitable funds

Our Strategies

- Build strong relationships
- Use planning to achieve optimal results
- Focus on marketing and name recognition
- Capitalize on opportunities
- Member training & development