

# Downtown Rotary Strategic Plan 2016 - 2017

**Vision: Be a club of engaged members that get to know each other better while having fun delivering service, learning together, and having a positive impact on our community and the world**

## Club Service

- Non-profit of the month service focus
- Member self-report service projects and hours monthly (club & other)
- International: Cameroon project
- Monthly hands-on service built into our meeting format

## Community

- Select and initiate 100<sup>th</sup> Anniversary promotion activities
- Increase community awareness of our Club and its community impact
- Vista Trail

## New Generations

- Start Rotaract at UW-L, Viterbo, Western
- High School clubs

## Membership

- Get to know our members better.
- Do pulse surveys to measure progress: baseline (7/16), mid-term (1/17), and end of term (6/17)
- Maintain an engaged membership in the 160-200 range
- Encourage Diversity
- Plan for corporate memberships and sponsorships

**Values: Is it the truth? Is it fair to all concerned? Will it build good will and better friendships? Will it be beneficial to all concerned?**

**Mission: Service Above Self**