



# Five Year Strategic Plan 2010/2011 through 2015/2016

## **Vision Statement:**

**With the Four-Way Test as our guide, the Rotary Club of Tucson will be an indispensable resource for our community, and will provide our members a remarkable return on their investment of skills, time, and resources.**

Our vision statement is designed to help our Club decide whether an action or decision under consideration “fits” with what we want our Club to become.

- “Indispensable” means that our community has come to depend upon the good works of service that we, as a Club, perform.
- “Community” means our neighbors, it means Tucson, it means Southern Arizona, it means our country, and it means our world.
- “Remarkable return” means that there is no other service organization that satisfies and rewards our members as much as our Club does.
- “Investment” means that our members invest their unique personal skills, their time, and their resources of money and goods into our Club and its projects.

## **Five Year Plan**

**Membership Goal:** To reach 300 members by Rotary year-end 2015/16. As we grow, we will strive to be #1 in Membership Diversity in District 5500 in areas such as (but not limited to): industries represented, age, race, gender, and Rotary tenure.

**2010/2011 Goals:** Continue to emphasize membership growth and retention to sustain the future of our club, striving to achieve the Visioning goal of 250 members. Strive for the best and most interesting meeting programs. Continue to build the high esteem this club has established.

**Club Service:** Be a vital energetic club focused on interesting programs, fun and fellowship. Every member will be an active member, participating in Club committees, events, and/or activities to the best of their abilities.

- By year-end 2011/2012 we will design and implement an annual membership satisfaction survey customized to our Club’s activities and efforts.

**2010/2011 Goals:** Continue to improve the club administrative procedures, office operations and overall functioning of our club. Create a permanent manual defining job descriptions and procedures.

- Implement Club Runner’s Committee module by year end 2010/.2011.

**Community Service:** Continue and/or develop community projects that make a significant impact in the community such as Reading Seed, projects that support children’s needs, and other valued projects.

- By February of each year, the Community Service Committee will complete a community need assessment and recommend a project or projects to support with Car Show proceeds (50% of net proceeds). A process for the associated project selection and implementation will also be recommended to the Board.
- By March of each year, the Club Board will approve one or more of the Committee’s recommended projects and bring a recommendation to the Club for Approval by April of each year.



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**Vocational Service:** Support Community vocational services through leadership, career & ethics education programs.

- TVFRA applications will be reviewed as submitted each year from 2010 to 2015.
- Our scholarship programs will be reviewed for success and/or changes at least annually
- **By June of 2011** explore development of a RotarAct and/or Interact club and present to Board.

**International Service:** Establish an annual fundraising Goal to support a Rotary International Project (e.g., Polio Plus, a Water Project, etc.)

- Status reports will be presented at Club meetings at least annually and as significant events occur (e.g., project launch, milestones. or project completion).

**2010/2011 Goals:** Support international projects such as Youth Exchange, San Carlos project, Nogales Wheelchair Project, Zarka and other projects as approved by the Board. Emphasize our club goal to help match the giving by the Gates Foundation to Rotary for Polio Plus.

## **Fundraising:**

1. Raise \$1 Million Net by Rotary year-end 2015/16 (Inclusive of Club and Rotary International Funds)
2. Hold one signature fundraising event annually (currently the Tucson Classics Car Show)
3. Educate membership about:
  - a. Giving Opportunities (categories at the Club and RI levels)
  - b. Return on Contribution Dollars
4. Attain "Every Member Every Year" Giving (a/k/a sustaining Paul Harris Contributions of \$100 every year as the suggested minimum)

**2010/2011 Goals:** Reinforce and promote the importance of 100 percent member participation of our club's signature fundraising event, the Tucson Classics Car Show.

**Public Image:** Expand and improve the public image of the Rotary Club of Tucson through increased coverage of our good works, member achievements and membership via a range of formats (e.g., print/TV,/Radio media, social networking, web site, etc.)

- The Board will assess the status of public relations efforts annually.