

Rotary Club of Dewitt Strategic Plan

Vision

Together we see a Central New York community where Rotarians unite and take action to create a lasting change.

Mission

Collaborate with our local community and global organizations while improving our local environment and making Central New York a better place to live and work. Take action as a team, combining hands-on efforts with impactful grants.

Core Beliefs

- 1) Make Central New York a better place to live and work.
- 2) Improve and help others in our local community.
- 3) As a strong club with a diverse membership, we can serve our greater neighborhood.

Rotary Club of Dewitt

Action Oriented - Locally and Globally

Communication

Communicate regularly with our members and also with the broader community, using various methods.

Membership

Actively recruit new members to our club. Engage our members in club activities and roles.

Activities and Social

Organize good meetings and speakers. We will emphasize volunteering. Establish strong collaboration with other Rotary clubs.

Community Relationships

Proactively build and sustain relationships with our local community organizations.

Service above self



What are our priorities?

Communicate regularly and effectively with club members.	Actively recruit new members.	Organize engaging, high-quality meetings. Provide a diverse range of qualified speakers.	Build and sustain strong relationships with community organizations.
Communicate consistently with the broader community.	Engage new members in meaningful roles and activities.	Emphasize volunteering at various club and community events.	Collaborate and sustain our relationships with community organizations. Invite community organizations to speak at our meetings.
Utilize multiple communication platforms and mediums.	Emphasize retention of all members.	Encourage interaction with other Rotarians at these events.	Support organizations through volunteering and financial contributions.

How will we accomplish our priorities?

Send timely and proactive email communications and reminders.	Proactively invite community members to learn about and visit the club.	Assign members to find diverse speakers representing varied topics and interests.	Conduct annual fundraising efforts to support charitable donations.
Maintain active engagement on social media platforms (e.g., Facebook, Instagram).	Communicate volunteer opportunities to both members and prospective members.	Communicate events both at Dewitt Rotary and other clubs, seeking volunteers actively for various roles.	We will communicate specific volunteering opportunities to build strong relationships with organizations.
Distribute club pamphlets, newsletters, and flyers.	Encourage members to visit other Rotary clubs to share ideas and best practices. Invite Rotarians from other clubs and community members to attend meetings and events.	Invite and encourage members from other Rotaries and the community to visit our club. Foster discussion and collaboration during meetings.	Create volunteering opportunities collaboratively with organizations.
Hold regular monthly meetings to share information and encourage dialogue. Share information about meetings and events from DeWitt Rotary and other clubs.	Assign committee roles and responsibilities to new members within six months of joining.	Share meeting times of other clubs along with their events, and encourage Dewitt rotarians to attend at least one of them yearly.	Actively seek service opportunities for all members. Sustain relationships through active listening and ongoing partnerships.

How will we measure our priorities?

Engagement metrics from email, social media, and other communications.	Percentage of members participating in volunteer efforts.	Board analysis confirming a diverse range of speakers and topics.	The amount of funds raised for donations.
Attendance and participation rates at meetings and events.	Percentage of members visiting other Rotary clubs annually.	Member feedback regarding meeting quality and engagement.	The number of volunteers at events with the different organizations.
Regular member feedback and communication with club leadership.	All new members assigned to a committee within six months. Track growth in club membership.	Regularly share information at club meetings and through other venues about opportunities to attend other clubs.	Number and strength of sustained partnerships with community organizations. Regular board review of service growth and community impact.