

**ROTARY CLUB OF RYE  
3-YEAR STRATEGIC PLAN  
FOR GROWTH AND SUSTAINABILITY (2023-2026)**

***“Building Our Club for Our Future”***

Prepared by:

Lauren Torres, President (2023-24)  
Cathy DeMartino, President Elect (2024-25)  
Michele Thomas, Immediate Past President (2022-23)

Approved by the Rotary Club of Rye Board of Directors (2023-24) at Board Meeting on September 18th, 2023 by:

Lauren Torres, President  
Cathy DeMartino, Director - President Elect  
Robert Manheimer, Director - Treasurer  
Cathy Garr, Director - Secretary  
Michele Thomas, Director- Immediate Past President & Co-Chair of Membership  
Melanie Ciraco, Director - Co-Chair of Membership  
Richard Flahive, Director - Administration  
Richard Sgaglio, Director - Public Relations  
Jon Gluck, Director - Service Projects  
Robert Praid, Director - Rye Rotary Foundation  
Julie Kattan, Director - Sergeant at Arms

## **Rye Rotary 3-Year Strategic Plan for Growth and Sustainability 2023-2026**

On behalf of the Board of Directors, President Lauren Torres, President Elect, Cathy DeMartino & Immediate Past President Michele Thomas are pleased to present the Rye Rotary 3-year Strategic Plan for Growth and Sustainability — Building Our Club for Our Future.

### **OVERVIEW: Rotary International and Rotary Club of Rye**

Rotary was founded over 100 years ago on the principle of "meeting regularly to enjoy and expand one's circle of business and professional acquaintances." That principle remains true today. Whether you are new to the Rotary Club of Rye, new to a job, the community, or just looking for a way to *share your passion for community service and fellowship*, Rotary is your connection!

In 2023, the Rotary Club of Rye celebrates its 61<sup>st</sup> year. Beyond our weekly meetings, we participate in service projects and host a range of social to raise awareness and funds for the Rye High School needs-based Scholarship Program and other community grant programs we support.

### **Where are we now?**

Chartered in 1962, the Rotary Club of Rye is proud of its dedicated service in the community and the world. Today, we have eighteen active and seven honorary members. Represented is a cross-section of the community's business owners, leaders, executives, managers, political leaders, and professionals, some with more than 60 years of service to the most recent inductees in July 2023.

We acknowledge and applaud our Club's achievements and celebrate them by dedicating our efforts for the Club's continued growth and success. To guide that process, President Lauren Torres, President Elect, Cathy DeMartino and Immediate Past President Michele Thomas have undertaken a strategic planning process for the next three years and going forward.

On August 11th, 2023, Lauren Torres sent out a survey, to gather important member feedback for use to develop the 3-year Strategic Plan for Growth and Sustainability. Seven Members participated anonymously.

The questions presented to the Club Members were:

- What motivated you to get involved with the club? How did you learn about us?
- What do you want most from your experience as a member?
- What opportunities would keep you interested and improve your Rotary experience?
- What needs in our community do you think are most vital for our club to address through service projects?
- Are there any organizations that you'd like the club to work with to address needs locally or internationally?

The survey results were candid and helped define key points to address in this plan for the Club to go forward together and enhance the Rotary experience for its members, and our community. The key points and challenges identified during this survey are noted below:

1. Rotarians are good people who support the community, locally and worldwide
2. Service projects and grants help those in need
3. Members enjoy fellowship and guest speakers
4. Members are interested in partnering with other local Clubs for meetings and service projects
5. Our members would like to participate in more service activities
6. We need more clarity on when our meetings are happening
7. Consistency on meetings
8. Our club needs to focus on growing its membership and retaining members
9. Our club is passionate about supporting Non-profits and organizations focused on youth in need
10. Our club would like morning meetings in person and virtually

Clearly, data gathered from the survey sent on August 11th, 2023, consolidates member feedback that we addressed in the strategic planning process together with information and feedback collected over the year from various resources: volunteer activities, fundraisers, meetings, conversations with members community leaders and business professionals.

### **What are our next steps?**

Implementing the 3-Year Strategic Plan that builds upon our club's rich history, successes, traditions, and leadership; and enables us to move forward with vision to meet the current and emerging needs of the community and be recognized as *the service organization of choice in the City of Rye*

### **What's the objective for the 3-year Strategic Plan?**

The objective of the 3-year Strategic Plan for Club Growth and Sustainability is to establish club standards and initiatives to guide the next two, and future administrations. Incorporating Rotary's Core Values and Areas of Focus are also important components of the plan.

#### **What we do:**

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional and community leaders.

#### **Vision Statement:**

Together, we see a world where people unite and take action to create lasting change - across the globe in communities, and in ourselves.

#### **Our Causes:**

Promoting Peace  
Fighting Disease  
Providing Clean Water  
Saving Mothers & Children  
Supporting Education  
Growing Local Economies  
Supporting the Environment

### **Do we have a Vision Statement?**

Yes!

Rotary Club of Rye's vision is to encourage, foster, and implement the ideals of Rotary International to enhance quality of life, human dignity, create greater understanding among all people, and advance harmony in the City of Rye, the communities serve and the world. Rotary Club of Rye activities will foster the highest ethical standards that meet the 4-way test and be guided by the Rotary principle - "Service above Self."

### **How does the plan help us go forward?**

The plan identifies four key areas for growth that are described below:

- **ADMINISTRATION OF CLUB OPERATIONS:**  
President Torres' key objective for 2023-24 is to streamline the club's administrative operations that are outlined below in addition to any that may arise as the year progresses:
- Adjust the current Club meeting schedule to encourage attendance for current and new members. The first change has been implemented. The club will meet only on Tuesday mornings at 9am via Zoom, with the third Tuesday being an in-person meeting for fellowship at the Granola Bar at 96 Purchase St. Speakers are being invited to the Zoom meetings. We are also networking with other local Clubs to hold joint meetings.

- The new schedule is posted on the ryerotary.org website
- Planning around service projects in Rye and surrounding communities in need in partnership with neighboring clubs.
- Our club is pursuing a District Citation
- Consistent meetings with guest speakers
- Change in meeting time and venue (hybrid morning meetings)
- Updating Rotary wheel road signs on Post Road
- **PROJECT AND FUNDRAISING INITIATIVE:**  
President Torres' key objective for 2023-26 is to streamline how service and funding projects are evaluated and approved. Each project will be presented in writing to the Board by members for review. The Board will report on the status of each request to the Club for a vote to approve the project that will require a majority vote with member support, financial and otherwise, of all the project components. Requests for financial charitable distributions from Foundation Funds need to be made to the Foundation for approval by the Trustees of the Foundation.

Below is a partial list of existing and new Club activities under this Program:

**EXISTING CLUB/FOUNDATION ACTIVITIES:**

- Rye High Scholarship Program (Funded by Foundation)
- Good Citizenship Awards (Funded by Foundation)
- Rye Girls Basketball Team Support (Funded by Foundation)
- Rye/Harrison Sportsmanship Award Lunch (Club)
- Purple Pinkie Project (Funded by Foundation)
- Mission Backpack Volunteer Event with Helping Hands (Club)
- Rye's Above and Collaboration with Rye Art's Center (Funded by Foundation)
- Support of Midland Schools (Funded by Foundation)
- Good Citizenship Award (Funded by Foundation)
- Support by providing Community Service opportunities for Middle School and High School students (Club)
- Food and Diaper Drive to support local NPOs (Carver Center, Bread of Life etc.) (Funded by Foundation and/or Club)
- Support of Nature Center (Funded by Foundation and/or Club)

**NEW ACTIVITIES IDENTIFIED AT OUR AUGUST MEETING:**

- Support of youth in need in neighboring communities in partnership with neighboring Rotary Clubs
- Send email communications regularly to members to keep everyone informed of meetings, volunteer activities, events and important Rotary Dates/Focuses
- Work with PR Chair to promote meetings, volunteer activities, socials, etc.

- **WEBSITE UPDATES:**

- Update Meeting Time/Location on District and Club Website
- List Volunteer projects with details

- Member Contact Information
- Member Anniversary/Birthday
  
- **COMMUNICATION / MARKETING:**
  - Facebook posts
  - Rye Chamber of Commerce sharing our meeting and volunteer activities
  - Rotary Club of Rye Brochure

**What will we do in the next 3 to 6 months?**

- Identify Service Project along with the Port Chester/Rye Brook Club for District Grant focused on youth in need
- Submit District Matching Grant Application
- Schedule speakers for club meetings
- Coordinate 2023-24 club service and fundraising activities
- Vote on new By-laws
- Update ryerotary.org with new by-laws, strategic Plan and Meeting Minutes
- Invite guests to meetings and activities to grow our membership

**How will we monitor the plan and assess our progress?**

- The Strategic Planning Committee will have oversight of activities and be responsible for the implementation and execution, including timely review of progress and reporting to the Board.

**How will the plan be disseminated and to whom?**

- The plan is distributed via email to all members August 18, 2023
- Plan will be available on our website ryerotary.org