

**ROTARY CLUB OF YORK, PA
STRATEGIC PLAN 2021 - 2024
APPROVED 1/14/2021**

OUR CORE VALUES: The Rotary 4-Way Test: Is it the Truth? Is it Fair to All Concerned? Is it Beneficial To All? Will It Build Good Will and Better Friendships? We live Service Above Self.

OUR VISION: We are a diverse mix of community leaders working in unity who will accomplish sustainable positive change in ourselves, our community, and the world.

OUR MISSION: We act to lift up our community through positive and lasting change.

FINANCE

MARKETING

COMMITTEES

MEMBERSHIP

**Goal A:
Increase Funding to Support Club Expenses**

Objective #1

Maintain reserve of at least 33% of operating budget (Finance Committee)

Objective #2

Continue an Annual Fundraising Event to Support the Charitable Endowment Funds (Fundraising Committee)

Objective #3

Grow existing CEF investment funds, establish new funds, and continue to apply the investment earnings in accordance with the donor's intentions and the programs of RCY. (CEF Board)

Objective #4

Maximize annual District Grant opportunities (Global Grants Committee)

Objective #5

Establish a sustainable financial operations model by benchmarking best practices from other Large Clubs (Finance Committee)

**Goal B:
Increase Awareness & Understanding of our Mission**

Objective #1

At least annually, utilize club meetings and social media to celebrate committee accomplishments in meeting our mission (RCY President & Communications Committee)

Objective #2

President select member on a quarterly basis to share personal experiences to further Rotary mission (RCY President)

Objective #3

Create and distribute an annual report (Communications Committee)

Objective #4

Communications Committee to implement a separate annual Communications & Marketing Plan with quantifiable data to increase activity. (Communications Committee)

Objective #5

Intentionally connect our club programs and activities with Rotary International and Rotary District 7390. (Communications Committee)

**Goal C:
Utilize Committees Effectively to Support the Vision of the Club**

Objective #1

Review Committee list for possible areas of consolidation or collaboration and annually review each committee charter to determine relevance to community needs and club vision (RCY President-Elect with office staff)

Objective #2

Implement programs and committee work to strengthen ties between the club and Schools within the City of York (RCY President-Elect Nominee)

Objective #3

On a regular basis, hold up the work of the committees so members are both informed and encouraged to participate (RCY President & office staff)

Objective #4

Annually develop leadership succession plans for each committee and the club, and actively develop a potential leadership list. (RCY Pres-Elect & P-E Nominee)

Objective #5

Develop staff policies and succession plan (HR Committee)

**Goal D:
Create a Vibrant, Engaged, and Diverse Membership**

Objective #1

Annually identify and recruit companies which should be represented in the Club (Membership Committee)

Objective #2

Recognize the diversity of the community and ensure that the club strives to increase its diversity. (Diversity Committee)

Objective #3

Increase member participation on club committees and at District activities (RCY President-Elect Nominee)

Objective #4

Provide effective orientation and mentoring program for new members to increase engagement (Membership & Orientation Committees)

Objective #5

Develop pipeline of new contacts through Leadership York, YCEA, Downtown Inc., RAYAC, YYP, Manufacturers Association and other similar organizations (Membership Committee)