

Allentown Rotary Club Strategic Priorities 2017 – 2020 with annual goals for 2018 - 2019

Our Vision

To be the strong and vibrant downtown Allentown service club that reflects the values of Rotary International – Service, Fellowship, Diversity, Integrity, and Leadership – while addressing the pressing needs of our local community, with a focus on the education of our city youth.

Strategic priority 1: An active membership of 70 by Jun2 30, 2020

Kati LaBuda - Membership Committee

- 1) Improve retention by 1%, retaining at least 59 of 65 members through 2018 – 2019 (RI)**
- 2) Net 2-3 new members, for a total of 68 on June 30, 2019 (RI)**
- 3) Stretch goal for 2018 – 2019: Achieve a net gain of 5 members (RI)**
 - Hold new member orientation at least 2 times within the year
 - Hold at least 2 fellowship events, with at least one of interest to longer-time members and one of interest to young families
 - Enlist members to reach out on behalf of the Club to members in difficult and joyful times, offering words of encouragement and support
 - Offer at least six (6) networking events to which members and prospective members are invited
 - Complete the classification study to inform recruitment efforts (RI)

Strategic priority 2: Reflect the diversity of our community in our membership and programs

Kati Labuda, Membership Committee, and Marci Schick

- 1) Recruit at least 2 new members/year who represent diverse backgrounds**
- 2) Net 2 new members/year under age 40**
 - Create a warm, welcoming, and accepting environment that attracts and retains a diverse group of members
 - Hold an event for prospective members within the Hispanic business community
 - Continue the dues incentives for members under 40
 - Stretch for 2018 – 2019: Intensify the engagement and leadership development of next gen members by individually reviewing our engagement and leadership development form with them after 3 - 6 months of membership (RI)

Strategic priority 3: Improve communications in support of the Club's mission.

Lou Bottitta - Communications/Public Relations Committee

Engage a team of volunteers in generating content for the Smile, a dynamic website, social media, local media outlets and other club/district Rotary vehicles

- Update website Home page at least monthly
- Update the Club's Facebook page according to Rotary's brand guidelines, templates, People of Action campaign materials (RI)
- Find creative ways to inform members about the ARC's presence on social media and use of the Rotary Brand & Marketing
- Ask for input on communication preferences of new members and pilot new communication tools for online collaboration
- Submit one article to the district newsletter on a club activity or project (D)
- Post successful club projects on Rotary Showcase with details about activities, volunteer hours, funds raised (RI)
- Stretch for 2018 – 2019: Show how our members are People of Action by promoting activities on social media at least 4x/month (RI)

Strategic priority 4: Build a culture of hands-on volunteerism for serving the club and the community

Don Wieand and John Hannis - Service Projects Committee

1) Coordinate the Club's community, youth and international service

2) Increase the number of members involved in service projects from 35 to 40 members (RI)

- Develop a monthly calendar of volunteer opportunities
 - Include a significant service project in one of Rotary's six areas of focus (District grant project addressing hunger in partnership with area clubs) (RI)
 - Include a project that includes a partnership with a corporate, governmental or nonprofit organization and work on the project together, e.g. Allentown Parks (RI)
- Launch and support a new Interact Club at Dieruff High School (RI)
 - Involve Interact members as part of a club service project (D)
 - Sponsor Camp Neidig participants from Dieruff and other Allentown schools (RI)
 - Stretch for 2018 – 2019:: Conduct a 4-Way speech contest (D)
- Participate in at least one international service project
- Participate in the 2019 District Conference and Concert for Hunger and Rotary Day (D)
- Report volunteers and service hours for record keeping on Club Central (RI)

Judy Barberich Brogan - Grants, Scholarships and Fundraising Committee

1) Outline and implement the process that guides recommendations for distribution of funds from the Allentown Rotary Foundation

- Liaison with the Service Projects Committee to increase the impact of grants through needs assessment and volunteerism

2) Outline and implement the scholarship recipient selection process

3) Establish a task force to identify and plan for a signature fundraising project to launch in 2020-2021 to raise funds in support of the Allentown Rotary Foundation

Strategic priority 5: Increase awareness and support of Rotary International

Barb Bottitta - Rotary International Foundation Committee

1) Provide information on the Foundation's programs and impact through speakers, short videos and stories

2) Increase the number of members who make gifts and promote Paul Harris contributions to the Rotary International Foundation

- Schedule programs at least quarterly
 - Include a program on youth exchange
- Increase both the number of donors and the amount of Foundation giving by 5% (D)
 - Promote Rotary Direct
- Increase both the number of donors and the amount of Polio contributions by 5% (D)
 - Coordinate ARC's participation in the Purple Pinkie 5K fundraiser October 13 (D)

Strategic priority 6: Club Administration best practices

Program Committee Chair (Ken Kirshner)

1) Organize stimulating and informative Friday Luncheon programs

- reflect the diverse interests of our members and prospective members
- Incorporate classification talks from new members
- Include 4 talks related to Rotary International or District priorities or programs

Badge Board Chair (Dave Hornung)

2) Coordinate logistics of weekly meeting registration and set-up

- Coordinate club members who serve as badge board attendants
- Engage new members as greeters
- Serve as liaison to Bell Hall staff regarding schedule and set up
- Coordinate with the Secretary and Treasurer to ensure proper recording of attendance and cash

President (Marci Schick) and ARC Board Members

3) Develop future club leaders

- Encourage attendance of identified future leaders at RLI and District Training