

# Rotary Club of Bethlehem

Strategic Plan  
2017-2020



# Strategic Plan Process for 2017-2020

This document is the result of a workshop conducted by the Bethlehem Rotary Club Board of Directors. All board members completed a survey of club strengths, weaknesses and opportunities before the workshop. Discussion resulted in the formulation of new objectives under the three club goals developed by the Club President. This framework does not list existing programs, activities or initiatives that are currently in operation but makes recommendations based on the weaknesses and opportunities of the club for improvements. Additional work must be done to include current programs and initiatives that are successful. An action plan will be developed for each strategy of each objective outlining a timeline, budget, resources and who is to be responsible for the action.



**Rotary**

# What is the mission of the Rotary Club of Bethlehem?

The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders. The Rotary Club of Bethlehem is part of a global network of 1.2 million neighbors, friends, leaders, and problem-solvers that come together to make positive, lasting change in the Bethlehem community and around the world.



# What are the values of the Rotary Club of Bethlehem?

Through **fellowship**, we build lifelong relationships that promote respect among community members and greater global understanding.

With **integrity**, we honor our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our **vocational expertise**, advice, and **leadership** to tackle some of Bethlehem and the world's greatest challenges.



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# What differentiates Rotary from other service organizations?

Rotary International is different from other international service organizations because we do not formally advocate with government or suggest patriotism and citizenship as objectives of our organization. Also, Rotarians become members of a club through a classification principle of the profession or business in which the member is/has been engaged. This principle ensures balanced club growth and proportion of vocational skill and diverse experience of membership.



# Emerging Themes from 2017-2020 Strategic Planning Process

## Transparency

- Sharing of membership data through member-only site
- Posting of Board meeting results/minutes
- Greater involvement in grants award process
- More opportunity for member input before decisions are made

## Quality Programs/Activities

- High quality speakers needed to attract/retain members
- Important to know the impact of what we are funding
- More Area 2 and Morning Star collaborative projects
- Partner with city and other organizations when selecting beneficiaries of event proceeds/grant funding

## Club Image/Relevance to Community

- Develop community image of leadership opportunities within Rotary
- Develop strong mentor program
- Share vocational skills
- Host international conversations

# 2017-2020 Strategic Plan Goals

## GOAL #1

Strengthen the Rotary Club of Bethlehem by growing a diverse membership and engaging all members in the life and mission of the club

## GOAL #2

Make a difference in our community and the world through service and/or financial commitment

## GOAL #3

Enhance awareness of Rotary in the community and put our values into action

# Goal #1: Strengthen our Club

Objective 1.1) Retain current members through increased communication and creative programming/scheduling



Objective 1.2:) Purposefully assimilate new members into the Club



Objective 1.3) Create a welcoming atmosphere for guests



Objective 1.4) Create a culture of diversity and inclusion in membership recruitment



Objective 1.5) Engage college students and young professionals in club activities for membership consideration

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# Goal #2: Make a Difference in our Community

**Objective 2.1) Gauge interest in and financial commitment to Youth Exchange Program**



**Objective 2.2) Develop a formal process for identifying most pressing needs of the community for club projects**



**Objective 2.3) Continue successful fund raising and community projects**

# Goal #3: Enhance Rotary Image

Objective 3.1) Create a Public Image and Promotion Committee of the Board



Objective 3.2) Increase use of social media



Objective 3.3) Develop a media calendar, schedule of monthly news releases of speakers, special events, projects and donations of the club to local media.



Objective 3.4) Arrange to have Rotary International Public Service Announcements (PSAs) on local television and radio.

