

Rotary



**THE MAGIC
OF ROTARY**

MAPETS 2024

Planning for the 2024-2025 Rotary Year

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February 29, 2024

What is MAPETS?

Mid-Atlantic President- Elect Training Seminar

- Learning/Planning/Networking for President-Elects
- Our Story
- Resources for Clubs
- Included a visit from RI President Elect Stephanie Urchick

The Good News

- We're doing many of the things suggested
 - Social media, website being updated
- Our club has a membership size advantage
 - MSR = 60, many less than the number in our meeting this morning
- We're well connected to District resources
- Youth, Global Grants, Service Projects

Rotary Action Plan

WHO WE ARE



OUR PRIORITIES

We know that realizing our vision requires a strategy. The Action Plan provides a structure to help us achieve that vision through four priorities:



Use evidence to define, measure, and analyze our projects to ensure that we're using resources effectively while making positive, meaningful, and lasting change.

Connect with new audiences who share our passion for service and for making change, and create innovative ways for them to experience Rotary.

Give people reasons to join Rotary and stay involved with us by providing meaningful experiences and opportunities to make connections, build skills, and serve communities.

Embrace innovation and new perspectives that allow us to respond nimbly to the evolving needs of our communities, clubs, and members.

Rotary Action Plan

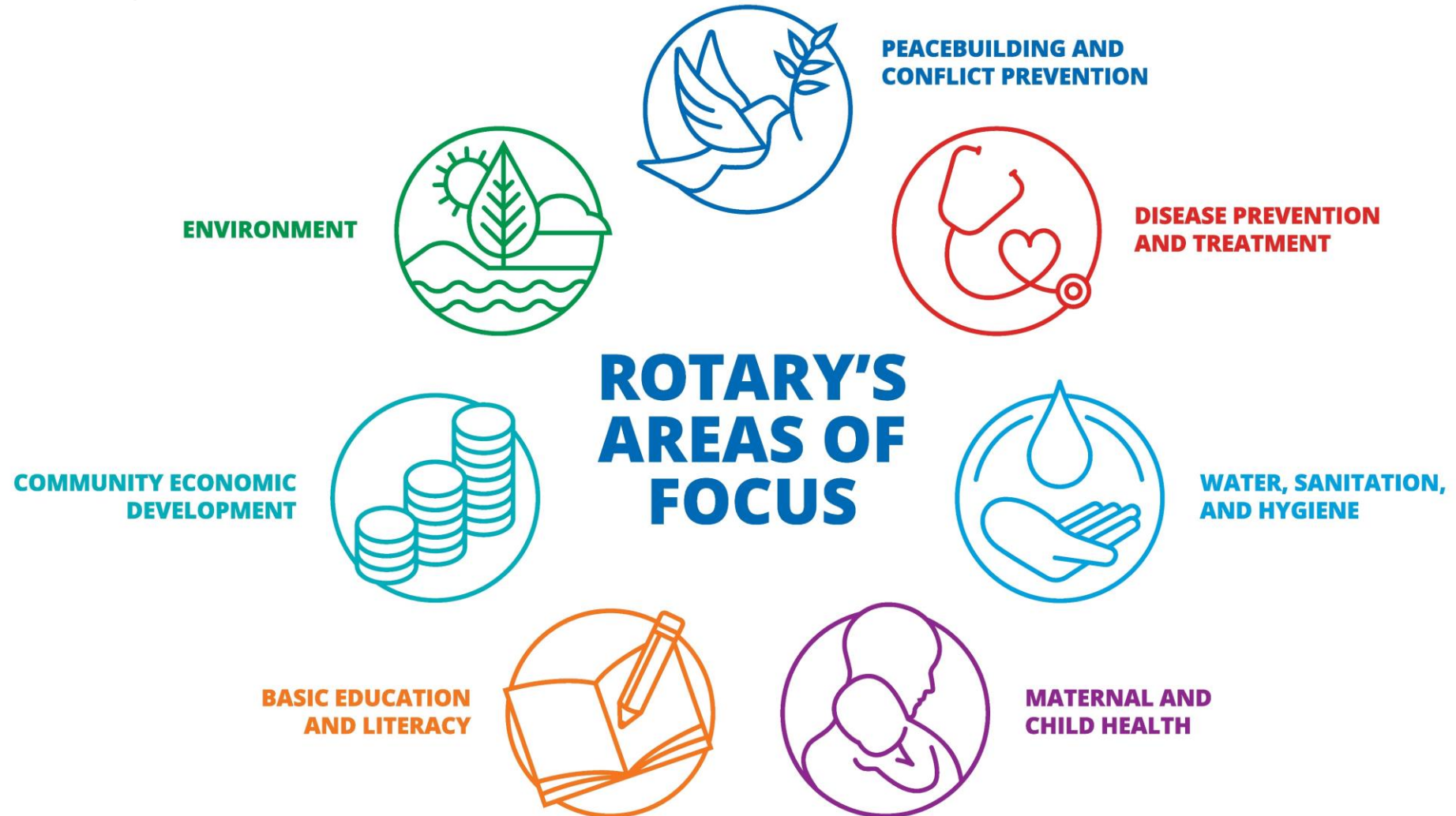
Are we a membership
organization or a service
organization?

Rotary Action Plan

“Rotary is a membership organization that does service.”

- Drew Kessler RI Dir. 2022-2024

Rotary Action Plan



Ways to Achieve Action Plan

- Know our community (conduct community assessment)
- Build Active Partnerships
- Current Partners?
 - BES
 - Victory House & Allentown Symphony Band
 - Bethlehem Club
 - Machakos Club & Kivutini School
 - Celtic Classic
 - St. Luke's Nursing School
 - Lehigh University
 - United Nations
 - Moravian University
 - BASD
 - Others?

Ways to Achieve Action Plan

- Signs
- Newspapers
- Online Calendar apps (e.g. Eventbrite)
- Multiple forms of media to tell our story
 - Facebook, Instagram and Instagram Reels

Ways to Achieve Action Plan

- Be intentional about growth
 - D7430 goal is to increase net membership by 100
 - Club goal of net 5-10% (worksheet: 12-15 new due to attrition estimate of 7 lost)
- Growth depends on reaching under 40 group
- Long term growth depends on engaging university age and younger, especially in impactful projects (Interact, Rotaract)

Telling Our Story

- What were we trying to accomplish?
- Who is our non-Rotarian audience?
- How did we do it?
- Impact?
- What do we want our audience to do?

Things I Heard

- Fundraising
- Meetings?
 - 1st Thursday venue
 - Number/Type
 - 2 business/2 social?
 - 2 business/1 social/1 week off
- Partnering
 - City of Bethlehem (PD or FD projects/events)
 - Other service organizations?



FUTURE AHEAD