



Planning for the 2024-2025 Rotary Year

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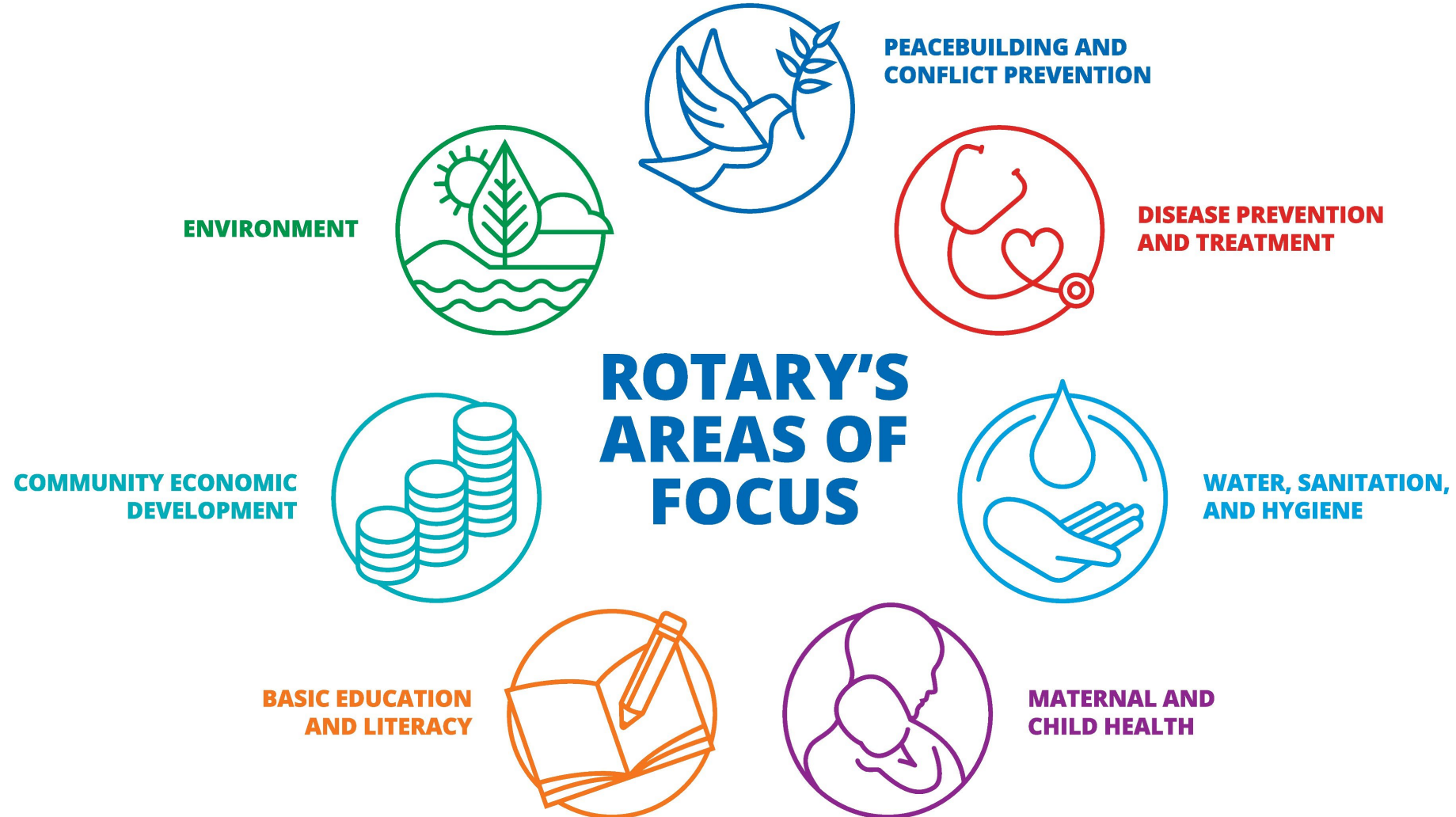


FUTURE AHEAD

MAPETS Review

- We're doing many of the things suggested
 - Social media, website being updated
- Our club has a membership size advantage
- We're well connected to District resources
- Youth, Global Grants, Service Projects

Rotary Action Plan



Things to Focus On

- Community Connection
- Community Assessment
- Public Image
- Youth Programs & Education Related
- Expansion (Rotoract, Interact)

Community Connections

- BASD (Youth and Education)
- Lehigh University (Education and Peacebuilding)
- Monocacy Creek (Environment)
- Victory House (Community/Economic Development)
- Bethlehem Emergency Sheltering (Community/Economic Development)

Community Assessment

- CACLV Staff “We” Know
 - Anna Smith, Director of Community Action Development Bethlehem
 - Winston Alozie, CEO The Boys and Girls Club of Bethlehem
 - Jack Gross, Chair of Personnel, Gross McGinley, LLP

Community Assessment

- Who Else Do We Know?

Public Image

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.

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?

Public Image



First Thirstday



Community Connections



Youth Programs & Education

- Scholarships
- Camp Neidig
- STEM-YEA
- Exchange Program
- What about an Interact Club?

Expansion

- Rotaract – Lehigh University? Stand Alone?
 - Closest Club is East Stroudsburg University
- Interact – Age 12-18
- Satellite Clubs?

Other Thoughts

- Always open to ideas

Thank you!

