2018-2019 Strategic Plan

Thursday July 5, 2018
MSR Vision Statement:
We are friends, neighbors, and people of action engaged in creating lasting humanitarian change locally and globally.

......and having fun doing it!!!
MSR Club “System”

Community Awareness

Morning Star Rotary Club

Members

Projects

Foundation & Grants

LASTING HUMANITARIAN CHANGE LOCALLY AND GLOBALLY
STRATEGIC AREAS OF FOCUS

• Engaged Members
• Impactful Projects
• Community Awareness
Members Working Group to reorganize the member engagement process

- Grow Membership
- New Member Orientation
- Retention Plan focused on “veteran members”

MEMBERSHIP is everyone’s responsibility.
Invite someone to a breakfast or “For a Drink”
Wear your Rotary pin.
Reach out to fellow “MIA” members
Community Awareness Working Group

- Organize our process
- Developing “the message(s)”
- Use the Rotary resources that are available at Rotary Brand Central
- Social Media

Tell someone **WHY** you are

“100% proud”

of your Rotary Club!!
2018-2019 Projects & Fundraisers

- Audrey Rafferty Memorial Education Fund
- Celtic Classic 5K
- Dictionary Project
- Janet Sipple Lecture
- Salute the Troops Concert
- Operation Warm @ Thomas Jefferson Elementary School
- Salvation Army Bell Ringing
- Bethlehem Emergency Shelter
- The Outreach Project
- Spaghetti Dinner
- Youth Services (Camp Neidig, Speech Contest, Youth Exchange)
Impactful Projects

Projects Working Group for collaboration, support and development of new ideas.

- Projects in Transition
- Project Management
  - Leadership / committee
  - Results

Show your support of club projects
- Volunteer
- Spread the word
A NEW WAY OF LOOKING AT IT

Sources of Funds
Fundraising Activity
Foundation Giving – DDF

Uses of the Funds:
Designated Recipients
Needs of Local/Global Community
TOGETHER, WE CONNECT

Rotary PEOPLE OF ACTION
TOGETHER, WE CONNECT

Rotary

PEOPLE of ACTION
TOGETHER, WE TRANSFORM