



EMMAUS ROTARY CLUB, 1926

STRATEGIC PLAN 2017-2018

This Strategic Plan for the 2017-2018 Rotary year provides goals and strategies to guide club officers and members. The 2017-2018 Strategic Plan aligns with the goals of Rotary International and District 7430, as well as the 3-Year Emmaus Rotary Club Strategic Plan for 2017-2020.

VISION STATEMENT:

The Emmaus Rotary Club is a network of individuals who value and demonstrate, through our actions, service above self to make a difference in our local and global communities.

MISSION STATEMENT:

We will realize our Vision by building friendships through fellowship, upholding ethical standards, increasing public awareness of Rotary, applying our diverse talents and resources in meaningful projects that support our youth programs and community outreach and by partnering with Rotary District 7430 and Rotary International.

GOALS FOR THREE YEARS- 2017-2020*

1. Support and strengthen club membership
2. Continue focus on humanitarian service through local and global projects
3. Enhance public image and awareness of Rotary

* These goals reflect the strategic goals of Rotary International

STRATEGIES for accomplishing goals:

I. Support and strengthen club membership*

- A. Emphasize vitality of weekly breakfast meetings with engaging fellowship and appealing programs and speakers.
- B. Develop recruiting tools & programs to attract new members
 1. Build "Database" of potential members (alumni, past speakers, Interact parents, exchange student hosts, golf tourney participants, social media followers, etc.) and recruit from this list
 2. Undertake a classification analysis to identify underrepresented classifications
 3. Hold a "Rotary Means Business" mixer in partnership with another organization
- C. Develop programs and processes to engage new and existing members (*"Every member should have a friend, an assignment and some Rotary education"*)
 1. Develop new member mentoring & education program
 2. Establish new member progression/recognition process
 3. Connect new members with club committees and service projects as soon as possible
 4. Increase club members' knowledge of Rotary through programs and encouraging attendance at Rotary Leadership Institute, District Seminars & Conferences and International Conventions
- D. Improve retention of existing members
 1. Maintain outreach efforts to shut-in, infirmed and honorary members
 2. Continue Sunshine Committee cards and contacts for bereaved and ill members
 3. Develop program to contact "Missing In Action" members with low attendance to encourage attendance and seek re-engagement with club activities
- E. Emphasize fellowship at events outside the normal weekly meeting
 1. Plan 6 to 10 fellowship events of varying types
 2. Plan club-wide event during visit of incoming Swedish Friendship Team in April/May 2018

*Strengthening and supporting club membership is the responsibility of all members

II. Continued focus on humanitarian service through local service projects

- A. Develop yearly calendar of service opportunities
- B. Assign “newish” members (i.e., who joined in 2016-2017) to a team with responsibility to research, organize and carry out a local service project
- C. Actively seek more joint projects and activities with the Emmaus High School Interact Club
- D. Hold a “Make A Difference Day” on which multiple service projects will be carried out on the same day; Attract maximum participation by club members and Interactors and generate as much publicity and recognition in the community as possible
- E. Continue financial and material support of Miracle League, Jen’s House, Emmaus and Lower Macungie Public Libraries, Emmaus Food Bank and Youth scholarships
- F. Continue volunteer support for Miracle League, Macungie Memorial Park auto events, Emmaus Remembrance Garden, Hillside School and Emmaus Community Days
- G. Write and apply for District Grants and encourage members to attend grant management training
- H. Actively seek new ideas for local service projects, club participation and sponsorship
- I. Engage all members in fund-raising activities to support projects
- J. Develop an additional fund raising event that does not detract from golf tournament

III. Continue focus on humanitarian service through international service projects and support of The Rotary Foundation

- A. Support Rotary Foundation; encourage a minimum of EREY-level contributions by every member
- B. Develop and communicate “Return on Investment” metric demonstrating the leverage of Rotary Foundation giving by club members on grants obtained by the club for projects
- C. Increase education efforts to club members on Rotary International’s global efforts and Areas of Focus
- D. Educate members about and continue club support for PolioPlus, Rotoplast & ShelterBox
- E. Actively seek new ideas for global service projects, club participation and sponsorship
- F. Write and apply for Global Grants

IV. Enhance public awareness of Rotary

- A. Develop relationships with local newspapers and other media
- B. Develop communication and distribution program to local media outlets
 - 1. Ensure club events appear in Community Calendars
 - 2. Prepare and distribute press releases with photos for publication
 - 3. Work with Program and Community Service chairs to share photos and events summaries to publish in local media venues (including Corrine Durdock’s column in East Penn Press)
 - 4. Invite local media representatives to attend meetings and events
- C. Keep Emmaus Rotary brochures and directories current
- D. Update and maintain club website with understanding that prospective members will gauge the appeal of our club by the appeal and currency of the site
- E. Use Rotary’s visual identity guidelines in all communications and media releases (see www.rotary.org/brandcenter)
- F. Publicize Rotarians’ action-oriented service in District 7430 newsletter and Rotarian Magazine.
- G. Plan at least one club meeting to educate members on use of Rotary International and club online sites and mobile apps
- H. Develop social media strategy for maximum impact (public relations, membership development, fundraising, member communication, etc.)
- I. Continue SMS messaging for important member communications
- J. Continue Business Recognition Program in September 2017 and initiate Women’s International Celebration Recognition Program in March 2018