



STRATEGIC PLAN

2016-2021

Rotary Club of Fleetwood Pennsylvania

ABSTRACT

Strategic Plan of the Rotary Club of Fleetwood. Includes SWOT, Membership Challenges, What is the Club's Mission Statement? Who is our customers? What does our customer value? What are our results? What is Our Plan – Goals, Objectives, and Action Steps? Communicating the Progress of this plan

*Approval by Board of Directors:
May 24, 2016*

SWOT:

Fleetwood Rotary Opprotunities and Challenges

Oppprtunities

The club gains new people that meet Rotary value in addition to the members that already meeting those values. Good People is the key

Commitment to serviceFellowship and williness to serve

Diverse Members

A great meeting place

the organization of core events to provide successful donation to the community

Energy

Leadership has been Strong, hoping it continues

We have great members & new members are very active Our club helps as many people as possible Loyal, Dedicated, Active all members

Great members

Members are Fun & Friendships are created

Strong Involvement from many members

Strong engagement of members committed to community service and the success of the club

Diversity of membership

The members! And their families

Challenges

Fund Rasing Events

Add younger people somehow. Align club meetings, dues, etc to bring in young people

Younger members

younger membership

Recruiting & Retention of members

Membership Numbers * Need to ensure marketing of club improves * Seemingly invisible in Community

Let's remember that our club is for the people in the club not for two or three people. Keep politics out of it. Treat everyone the same regardless of the title etc.

Growth! Diversify

Growing Membership

Keep it fun & involve members early on and involve all members in at least one area of responsibility

Recruiting younger members "The Millennials"

Sustainability of Membership

Recruiting new members and having someone "mentor" there to orient them to Rotary. Not just sign people up.

Keep recruiting new members and engage them as soon as they join

Need to have more people attend training sessions offered by Rotary

Oppprtunities

Each member takes responsibility for increasing membership!

Members who are active and looking for ways to contribute their time and talent

Challenges

Members must share responsibilities of the Club instead of controlling

More members who are not complacent because many issues must be addressed - water /climate chane

Bring in New members to continue to keep new life in the club.

Making Membership More Appealing (Roadblocks and Solutions)

January 7, 2015

Roadblocks	Solutions
-Don't ask!	-Reach out to Maidencreek (pop. 2x Fleetwood) and Oley
* -\$	-Flyer to businesses
-Time commitment	Fleetwood Forum
-Weekly meetings	produced by the Boro
-Unknown what Rotary does	place an info article about Rotary – make it “touch”, not an ad.
* -Cost for young families	-Contact new businesses or decision makers when they come into the area/new job
* -\$	* -Breakfast assessments pay as you go/another class of membership
-Time	-More P.R. and increase local events and visibility
-Meeting time	-Network opportunities
-P.R.	-Invite someone from outside club to fund raisers and service projects
-Events- not getting new members	* -Discount for spouse joining
	* -Reduce cost of meal
	* -Pay as you go for meal
	-Follow up with newbies
	-Business sponsor young member
	-Designate person at events
	followup after events
	-More proactive/Patriot-Eagle
	-Ask speakers to join

What is our Mission Statement? [It Should fit on a T-Shirt!]

Service Above Self – A Better Community A Better World



Who is Our Customer? [If you can only build one statue, who is it going to be a statue of?]

Local, State, Country, the World

Exchange Students, Students, Shelterbox,





What Does our Customer Value? [The Tao of Customer Value Creation]

Service, Money, Time, Resources, Help, Compassion, Listening, Love, Guidance, Happy Community, Recognition, Healthy, Shelter, Success, Learning, Teaching, Fellowship, Better Life, Networking, Solving, Giving, Donating, Waiting, Caring, Assisting, Talent, Outreach, Fixing, Solving

What are our Results?



Clothing to those in need – City Thrift; Happy wives; Men getting on their feet needing clothing

Shelterbox

Literacy - Help sustain our community library; improve access; support programs for residents; Josh the Otter

Food to those in Need – Potato Project, Meals on Wheels; Happy Faces

Jamaica – Roof for therapy space for residents; Irrigation

Our people do excellent things

Student Programs - Student Recognition; 4-Way Test Speech; Exchange Student

Improved conditions for community playground

Clean water

Achieving Results:

How do we concentrate our efforts? List a Fleetwood Rotary Program and identify if it is strong and produce greater results; if it is weak and in need of improvement; or if it is a candidate for planned abandonment. Explain why.

Program	
Car Show- involve more Youth; opportunity to expand ways to attract more people to activity and become more familiar with Rotary	X Strong/Growth Area Weak/Needs Improvement Abandon
Adopt a Highway	X Revive/

	Weak/Needs Improvement
H2Jamica Construction – leveraging via partnering with local clubs and other resources	X Strong/Growth Area
Shelterbox	X Strong/Growth Area
Fleetwood Library Donation	X Strong/Growth Area
Meals on Wheels	X Strong/Growth Area
Literacy Program (Josh the Otter) – wood to wonderful	X Strong/Growth Area
Exchange Student	Weak/Needs Improvement

Innovation is “Change that creates a new dimension of performance.” Do we have any opportunities for innovation? If yes, List one.

4-Way speech Contest

Partnering with other clubs leverages innovation

Actively encourage/invite Interact members to participate in club activities/projects

More member involvement

Expand Club membership

Restart Rotaract- University Rotaract Sorority-based

Expansion of activities during Car Show

How well do our internal systems support program performance and innovation? Identify what is strong, what is weak, and what needs to be analyzed.

<i>Internal Systems</i>		<i>Analyze (describe)</i>
Human resources management	<input type="checkbox"/> Strong 4 <input type="checkbox"/> Weak 3	Club losing ground w/ membership
Finance/Budget	<input type="checkbox"/> Strong 11 <input type="checkbox"/> Weak 1	Needs more intentional spending plan; Not really weak, however needs better structured, not dependent on meal assessment, financially sound
Development/Fundraising	<input type="checkbox"/> Strong 10 <input type="checkbox"/> Weak	Raised substantial funds; we do this well; Finances are in good condition
Marketing, communications, public relations	<input type="checkbox"/> Strong 2 <input type="checkbox"/> Weak 10	Needs to have purposeful intentional approach to how we promote ourselves to community; depending on who is involved; targeted emails to local potential members; maybe more publicity; assign someone to be our public relations person; need one

		point of contact for all; need to develop membership – get the word out
Quality assurance	<input type="checkbox"/> Strong 8 <input type="checkbox"/> Weak 1	Leadership takes ownership and ensures high quality; Not sure we do this as a club, more as individuals; People care and respond; Not sure- are Board and Committee members evaluating events each year?
Board Development	<input type="checkbox"/> Strong 8 <input type="checkbox"/> Weak 2	Unaware of any intentional efforts @ this; more orientation needed as to how board functions and how this directly attributes to club effectiveness; need to turnover; commitment to meeting regularly and talking about projects
Information Technology	<input type="checkbox"/> Strong 6 <input type="checkbox"/> Weak 3	Need a lot of work, our own smartphone app; stronger thru Christine; in comparison to other clubs, updated info on website

What is Our Plan? Goals that set the organization's fundamental, long range direction.

What are our Goals? (Objectives and Action Steps)

1. Strengthen our Club

Objective: Increase Membership with growth by net 1 to 5+ every year

Action Steps:

1. Gala
2. Business Networking
3. Asking & keep asking
4. Mentor
5. Reach out to speakers

Objective: Create and sustain a Satellite Group meeting 2 times per month

Objective: Keep membership engaged

Objective: Understand what type of club the Rotary Club of Fleetwood wants to be

Action Steps:

1. Define Purpose
 - a. Community Service
 - b. And/or have a nice breakfast

2. Focus and Increase Humanitarian Service locally and internationally

Objective: Provide Service to local community

Action Steps:

1. Co-sponsor with other local organizations to meet needs of kids and elderly
 - a. Fire prevention with smoke detectors and batteries installed – Fire Department/Berks Encore
 - b. Men's Clothing Drive with Library
2. Concern Christmas gifts participation
3. Meals on Wheels participation
4. Build needed projects in local parks
 - a. Park Benches

Objective: Build sustainable Interact Clubs

Action Steps:

1. Have students attend Rotary meetings
2. Develop better communication
3. Help with service projects
4. Engage parents as well
5. Visit a meeting

Objective: Continue involvement in International projects

Action Steps:

1. Include children with educational component
2. Support projects with drinking water
3. Utilize grants
4. Partner with other clubs
5. Participate in Shelterbox
6. Participate in Rotoplast
7. Participate in eradicating Polio

Objective: Continue involvement in Education/Support

Action Steps:

1. Provide at least 2 Josh the Otter programs
2. Create and sustain a STEM/STEAM program
3. Create and sustain Backpack food program
4. Continue honoring Students of the Month
5. Provide yearly scholarship to High School Senior of Oley & Fleetwood
6. Participate in having an Exchange student each year
7. Participate in 4-way Speech Contest

3. Enhance Public Image and Awareness of the Rotary Club of Fleetwood

Objective: Provide a community project per year – Car show

Action Steps:

1. Increase attendance
 - a. Place in Community Calendar
 - b. Place in Rotary District Newsletter
 - c. Place in local church newsletters
2. Increase profitability

Objective: Get the “word” of Rotary out to the Community

Action Steps:

1. Participate in Fleetwood Carnival Days

Communication of our Mission, Plan and Results:

Provide Yearly Progress Report at Changeover Dinner