



Rotary International Foundation

3-Year Plan: Key Activity Planning

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STRC 3-Year Strategy

- ⚙️ Developed by STRC Leadership and Board Members in late 2024.
- ⚙️ Refreshed in early 2026.

Please see attached documents.

Synchrony with Rotary International


The **ROTARY ACTION PLAN**



PROGRESS REPORT / TAKE ACTION NOW

Key Activity Planning Session

Purpose:

-  To kick off and provide momentum into 2026/2027 & 2027/2028 Rotary Years, by involving STRC Membership in brainstorming ideas to further Focus Areas noted below.

Focus Areas:

-  Membership
-  Community Service
-  Impact Club

1. Membership (abbreviated)

Category	Description	KPIs and Goals
Membership	<p>STRC members unite and take action to create lasting change – across the globe, in our communities and in ourselves.</p> <p>Members build trusted friendships, share ideas, and enjoy each other’s company.</p> <p>Members share professional and personal aspirations and successes with each other and support each other’s growth opportunities.</p>	<ul style="list-style-type: none">• Invite all members to be active in recruiting to attract people who are striving to create positive change<ul style="list-style-type: none">• Create and execute an outreach plan, including an “elevator speech” and Board of Director training to attract local business owners to join STRC, target contacting at least 5 new potential partners and increasing membership by 25% in 3 years• Improve visibility of and participation in committees, targeting 75% of members on committees• Target <u>75% member</u> event attendance

2. Community Service (abbreviated)

Category	Description	KPIs and Goals
Community service and impact	STRC leads projects to serve our local community, such as, construction of the Indian Valley Boys and Girls Club, renovation of the Souderton Community Park, and construction of the ramp for the Perseverance Fire Company and can be counted on to help support other service organizations.	<ul style="list-style-type: none">• Relaunch the Community Service Committee to target an average of one community service project/month• Request one District Grant/year to support the community• Track STRC volunteer hours to measure engagement

3. Impact Club

Category	Description	KPIs and Goals
IMPACT Club	STRC bridges divided opinions and interests concerning the educational system among key stakeholders in the surrounding community.	<ul style="list-style-type: none">• Create a detailed understanding of the issues that divide our community regarding the educational system• Encourage involvement of community leaders and stakeholders in respectful dialog to foster a problem-solving culture• Form an IMPACT Club to assist in the creation of tools and vehicles to accomplish the above

How can we leverage the Rotary Park peace pole and create forums, venues, and community activities to make a social impact to the STRC community? The educational system idea is just one example.

Session Format

⦿ 5:45 to 6:00 PM

- ⦿ Members pick a table, each with assignments for Round 1 and Round 2 brainstorming

⦿ 6:00 to 6:15 PM

- ⦿ Meeting Opening Activities
- ⦿ Recap of these Slides
- ⦿ Each table picks a Presenter and a Scribe

⦿ 6:15 to 6:35 PM

- ⦿ Round 1: Choose two questions of those given to answer for the assigned topic, Scribe records answers, and provides notes to Kate H. for presentation.

⦿ 6:35 to 7:00 PM

- ⦿ Round 2: Choose two questions of those given to answer for the assigned topic, Scribe records answers, and provides notes to Kate H. for presentation build.

⦿ 7:00 to 7:15 PM

- ⦿ Table Presenters present answers to assigned topics.

⦿ 7:15 to 7:30 PM

- ⦿ Round 3: Everyone together brainstorms answers together for last topic, Impact Club.

1. Membership Questions

 Choose to answer two of the following.

What keeps you coming to Rotary?	What do you see as barriers to meeting attendance?
What do you see as the barriers to growing membership?	What ideas do you have for improving meeting attendance?
What types of individuals are best candidates for membership?	What would encourage you to bring new member candidates to meetings?
What ideas do you have to attract new members?	As you recall the meeting topics over the past year, which ones do you feel would have the most appeal to new and existing members?

2. Community Service Questions

 Choose to answer two of the following.

With regard to community service, how do you define the community in which our club serves?	What is your favorite community service project?
What does community service mean to you?	What ideas do you have to further community service from your experience with other clubs, forums, etc.?
What do you see in the community as a need?	What ideas do you have for utilizing a district grant?

3. Impact Club

 We will brainstorm these questions as a big group.

What specific impact has our club had on our community?	How can our club bridge communication from disparate stakeholders in our community who are engaged in conflict?
What conflicts in our community exist that we can help to resolve?	What ideas do you have to encourage "peace building" in our community?
What problems or conflicts do you see in our community's educational system we can resolve?	What are your feelings on agreeing to create peace among school system stakeholders; how can we leverage the Rotary Park peace pole?



Thank you!

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