

To: STRC Board of Directors
From: Sarah Bergin, STRC President
Subject: Amended 2024-2027 Strategic Plan
Date: 05-January-2026

The Souderton-Telford Rotary Club has been enormously successful in serving the community and the world for 99 years, with so many great projects being supported each year. Some projects can take several years to implement and it can be helpful to have a longer term vision for what could be done to make sure the Club has the greatest possible impact. A group of STRC representatives (Sarah Bergin, Brad Bissinger, John Heidgerd, Liz Herman, Rick Kowey, and Frank Tranzilli) have worked together with me over several weeks to propose ideas for building on the success of the Club, which are presented in the table below.

I am interested in your feedback on these ideas as we consider opportunities for further strengthening our club.

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 ○ Create and execute an outreach plan (e.g. Board members reach out to a subset of members regularly) to mentor existing members, understand the lack of engagement, stem attrition and sharpen the value proposition for new members, targeting at least 80% participation of board members and monitoring % member attendance for improvements ○ Create and execute an outreach plan to other community leaders to provide meeting programs that attract new members and stimulate member attendance, monitoring %

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		<p>attendance, # new members, # community leaders attending</p> <ul style="list-style-type: none"> • Organize networking events for community leaders, e.g. hosting a “Connect for a Cause” event with the Indian Valley Chamber of Commerce to expand member and non-member professional and social connections, consider conducting pre and post event awareness surveys <ul style="list-style-type: none"> ○ Create and execute a social media plan to include LinkedIn, Facebook, and TikTok, monitoring engagement (likes, shares, comments) ○ Create and execute a yard sign plan to encourage members to advertise STRC • Create and execute a succession pipeline that can be communicated to members setting the expectation of progression from STRC member to committee member to committee chair to Board of Directors to executive leadership, monitoring member progression through the pipeline • Improve visibility of and participation in committees, targeting 75% of members on committees • Target 75% member event attendance • Conduct one Club Assembly meeting each year to cover what is going well, inspire future projects and elect new leaders for STRC and the Board of Directors • Announce New Member Mentorship program • Subsidize at least 2 attendees/year for the Rotary Leadership Institute • Create a “Friends of Rotary” email list and send one bulletin/month to encourage participation in upcoming events • Conduct a new member survey each year to understand member satisfaction • Work to understand reasons for resignations
Community service and impact	STRC leads projects to serve our local community, such as, construction of the Indian Valley Boys and Girls Club,	<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

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	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"> • Monitor usage of the Indian Valley Boys and Girls Club and Souderton Community Park pavilion to ensure these major projects are having the intended benefit • Track STRC volunteer hours to measure engagement
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
International projects	STRC serves the global community through projects like Rotaplast, ShelterBox, PolioPlus, and Rotary International Global Grants.	<ul style="list-style-type: none"> • Relaunch the International Service Committee to encourage progress on existing projects in Burkina Faso and Honduras and lead at least one GlobalGrant/year • Invite speakers to share stories about Rotaplast, ShelterBox and PolioPlus and make annual donations • Target 100% Paul Harris, 100% EREY and \$10,000 AFC donations annually • Host annual club education on the bigger picture of Rotary International
Youth Programs and Future Leaders	STRC continues to support Interact, Youth Exchange, STEM YEA, Camp Neidig, the 4-way test, and community and merit scholarships	<ul style="list-style-type: none"> • Target >150 Interact members • Target 1 Youth Exchange student/year • Send at least 6 students to Camp Neidig/year • Support at least 4 merit scholarships/year • Support community scholarships
Fundraising	STRC holds 4 primary fundraisers each year to support Club projects: auction, golf outing, Concert Sundaes, and Beerfest (or another unique option) with additional opportunities during the Centennial year STRC has planned giving opportunities for major donors and sustainability of projects	<ul style="list-style-type: none"> • Monitor funds raised through each fundraiser to determine what is most successful and make changes when needed to reduce the burden on those planning the events • Target raising an amount that meets or exceeds budgeted plans for the year

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