



# **NORTHWEST AUSTIN ROTARY CLUB STRATEGIC PLAN**

The Northwest Austin Rotary Club (NWARC) is a lively, vibrant, highly successful club of approximately 95 men and women united in their pursuit of service above self while engaging in meaningful fellowship activities. The Club has met for a 7:00 am breakfast meeting continuously for 30 years with many of the founding members still participating in weekly club meetings and activities. Business, professional, and community leaders within the Northwest Austin community and beyond, comprise the highly active, fun loving membership which strives to reach new heights in fund raising, local service projects, international service projects, international exchange groups, and many other Rotary Programs. Although the NWARC has continued to achieve and flourish during its 30 year history, the current Club leadership has determined that remaining on the path to greater success requires the Club to develop and adopt a 5-Year Strategic Plan for maintaining the unique qualities that make the Club successful while plotting a course toward making the NWARC a stronger Club with more appeal to leaders of all ages and cultures. To this end, we present the following Vision Statement and Strategic Plan which represents a carefully developed course of action to strengthen the membership, enhance the fellowship within the Club, embark on projects to support the needs of our Northwest Austin community as well as the international community to which we all belong, and to preserve the unique qualities and traditions of the NWARC.

## **VISION STATEMENT**

**The Rotary Club of Northwest Austin leads the way in promoting strong fellowship and undertaking life changing projects.**

## **STRATEGIC PLAN AND ACTION PLAN**

The Strategic Plan targets five (5) areas of emphasis in order to preserve the unique qualities of our Club while striving for significant gains in the areas of Membership, The Rotary Foundation and Funding, Fellowship, Service Projects, and Publicity and Community. The following is a Plan which is consistent with the mission of The Rotary Foundation, District 5870, and the NWARC. The bullet points represent the initiatives which we recommend to make the NWARC a recognized leader within our community, our District, and in the international Rotary community.

## **MEMBERSHIP**

### **Strategic Plan**

- Increase Club membership with the goal to maintain membership between 90 to 120 members.
- Improve membership retention via a proactive approach by new member's sponsor who will utilize a script of membership expectations to discuss with new members following their induction. In addition, new member orientation sessions will be held every quarter and will include the new member's sponsor and club committee heads (or designated committee member).
- Strive to maintain a level of members leaving the club each year to a maximum of 5% of membership.
- Diversify Club membership by concentrating efforts to recruit business, professional, and community leaders from the Northwest Austin community paying specific attention to gender, ethnicity, and age.
- NWARC will first recruit candidates for our Club, but will direct those candidates who cannot join NWARC to the Cedar Park, Centennial, or other local clubs to grow the Rotary membership in our community.

### **Action Plan**

- The number of members in the club and membership attendance shall be published in the bulletin weekly. All contact information for a new member not included in the directory, will be published a minimum of three times in the weekly bulletin. The new member's name and sponsor will also be printed weekly in the bulletin until the new member achieves blue badge status.
- In recruiting potential members, the sponsor will explain the red and blue badge program. Red badge requirements are to attend a board meeting, join a committee, make-up at another club, pass the sunshine basket, give the prayer and pledge, serve as greeter, give a classification talk, and attend an orientation meeting. These tasks should be completed in three months upon which time a Blue Badge will be presented during a meeting. Information should also be given about the fruit sale fund raiser.
- New members and their sponsors, will have the opportunity to attend orientations in August, November, February or May. The meetings will be organized by the president-elect and will give the attendees background on our club activities with emphasis on ways to become involved.
- A member leaving the club will be contacted and information gathered using an exit survey that will be shared with the committee. All mentors are expected to actively monitor their new member's attendance until the blue badge is achieved.
- In order to bring a variety of individuals into the club, it is important for every member to consider people they know or contact frequently. Many people have not joined Rotary simply because they have never been asked. When recruiting, it should be noted that Rotary has no political or religious affiliation.
- Members will be reminded that membership candidates unable to join NWAR should be encouraged to join other Rotary clubs in the area.

## **THE ROTARY FOUNDATION & CLUB FUNDING**

### **Strategic Plan**

- Fundraising will establish annual goal to increase sales by 5% per year. Establish strong "Fruit Sale" committee or sales chairman in order to provide continuity of existing successful fundraising efforts.
- The focus of the club will be on service and participation. The Club will strive to educate membership on "Every Rotarian, Every Year", The Rotary Foundation, and the NW Austin Rotary Endowment Fund. Additional recognition for giving to specific projects will be recognized by the club via "poster board rosters" (similar to the Polio Plus poster) in order to encourage giving at some level by all members of the club.
- NWARC should secure Rotary Foundation grants totaling \$20,000 in 2014 and increasing each year.

### **Action Plan**

- Make a Paul Harris Fellowship presentation or share a Foundation success story weekly.
- Encourage member participation in the Foundation through providing information, sharing points, matching giving with club points, and so forth.
- Help new members become Paul Harris Fellows quickly by using District Dollars and Club Points for donation matching.
- Keep members apprised of their Foundation balance and progress toward becoming a Paul Harris Fellow or a Plus Fellow.

## **FELLOWSHIP**

### **Strategic Plan**

- NWARC will sponsor no less than 4 family based club social events.
- There will be a 3 minute Classification Talk to the Club during the first meeting of the month. An outline will be provided members so that the time limit can be observed. Additionally, member "bios" will be published monthly in the Rooter.
- Club will have semi-annual Club Assembly meetings in August and February to discuss state of the club and other issues. Also, Club will have Fireside Meetings semi-annually in April and October.
- Identify "Fun" activities during Club Meetings and Club Social Events and insure that these activities are preserved and enhanced if possible.

### **Action Plan**

- Family based club social events will focus on including all members and their families. Suggested events would include Swim party/hamburger cookout at Balcones Country Club, Picnic at a local park, Evening at Main Event or other similar facility, or Partnering with Community Service on various projects like PETS or Habitat For Humanity (for members with age appropriate children).
- Priority for classification talks will be given to new members. Classification talks and bios will start with longer standing members progressing to newer members.
- August Club Assembly meeting will be dedicated to the newly installed president to present the goals for the upcoming Rotary year

- February Club Assembly will provide final update on Club's annual fundraiser and update of the Club's progress towards accomplishing President's yearly goals
- Fireside meetings will be held at various members' place of business, member's home, or local restaurant. Each member should be encouraged to host a meeting.

## **SERVICE PROJECTS**

### **Strategic Plan**

- NWARC will financially support non-profit organizations and projects in the community for which Club members volunteer time as participants/workers (provide sweat equity).
- NWARC will allocate financial support to local and international non-profit organizations by targeting a majority of the funds to NWARC local community projects.
- NWARC will undertake a designated percentage of our service projects as young member friendly by providing our participation outside of customary work hours.

### **Action Plan**

- Club to develop a formal process for identifying and vetting projects for member participation and Club financial support.
- Club sponsored projects with member and particularly young member participation shall be accorded priority over projects seeking only financial support. The Club shall determine the definition by age as to what constitutes a young member.
- Community Service and International Service Committees shall search for "young member" projects which afford opportunity for young members to participate in project activities during non-work hours (evenings and weekends). These projects can be used as a recruiting tool for young members. The Club shall use social media, particularly FaceBook, Twitter, LinkedIn, and YouTube to publicize Club participation in projects.
- Early in the Rotary year, there shall be a club meeting devoted to educating all members on projects pursued by the Community Service and International Service Committees.
- Club to also emphasize young member/mature member joint participation projects. Young Member Sponsors as well as all New Member Sponsors shall seek opportunities for project involvement. Best Results will occur if sponsor and new member participate in projects together.
- Club leadership shall develop young member leaders to lead young member as well as all member projects.
- Club shall emphasize young member projects during the New Member Orientation.
- Club to determine the amount of financial support to be accorded to local community projects and international projects with emphasis on local community projects.
- Club shall undertake the number of young member projects which represent on a pro rata basis, the relative club member population considered to be young members in comparison to the Club membership.

- Make and maintain contact with two groups of Rotary Clubs within District 5870. We will ask various members of our Club Leadership to attend regular meetings of these Clubs on a rotating basis and ask those Clubs to do the same for NWARC meetings.
  - The first group will be Clubs within 25 miles and with a membership over 50 and will be looked too for joint projects and/or the publicity associated with projects each Club is undertaking within the next 3 months.
  - The second group shall be any other Club within 25 miles and will be looked to participate with us in projects we are undertaking on our own or for our assistance to execute projects they wish to do.

## **PUBLICITY & COMMUNITY SERVICE**

### **Strategic Plan**

- Make Club Publicity a committee.
- Publicize major Club and/or Rotary events through advertising in community newspapers and newsletters.
- NWARC to become a name sponsor of Community event(s) which are consistent with our Club vision and mission.
- NWARC to partner with other Rotary Clubs on community projects which are consistent with our Club vision and mission.

### **Action Plan**

- Establish a Publicity Committee under VP of Community Service and fund it with \$300 initially.
- Work with BCC for more identification that NWARC meets at BCC. One intent is to post a Rotary sign that is visible from road traffic on Balcones Club Drive. Another intent is to have signage within BCC with instructions on how to contact NWARC. A third intent is to find a project or projects that BCC and NWARC can jointly participate in.
- Make and maintain contact with Austin American Statesman and Community Impact Newspaper- Northwest Austin Edition to investigate opportunities to involve reporters in events and/or projects NWARC is involved in. Initial contact concerning any specific event should be made 30 days prior to the event. If limited response, look for way to advertise NWARC in one or both publications.
- Make and maintain contact with District 5870 providing information for inclusion in District publications on Programs NWARC has, on projects NWARC is executing and on any joint efforts NWARC is involved in.
- Devote a section of the "Rooter" to other Club activities to be reports by members of our Club Leadership from their visits with other Clubs.
- Interview NWARC members active in business ventures to create "This is Northwest Austin Rotary" document for prospective new members. This document will be maintained with current information.
- Research and then contact businesses within 10 miles of BCC to understand who is doing what in our community area. Create a "These are Businesses within our Community" document for our contacting for projects, contacting for membership and for potential fund raising opportunities. This document will be maintained with current information.

## **SUMMARY**

**Making the Strategic Plan a reality requires a strong commitment to implementing the Action Plan by NWARC Leadership for Rotary Year 2014-2015. The Action Plan should preserve such Club attributes as lively Club meetings; poignant speakers and programs; our financial strength; our ultra successful fundraiser; our strong commitment to local community based projects; a good mix of doers, donors, and door openers; and our popular social events and programs. Looking back at our history, there is much to be proud of and looking forward there is so much to be accomplished by working this Plan which blazes a trail for future leaders to follow.**