

WC Rotary Strategic Plan July 2017 – June 2021

This plan was developed and approved by the Board of the West Chester Rotary Club and is intended to guide the activities of the club over the next three years. It is based on a club survey and data gathered at table discussions at a weekly meeting in the spring of 2017. The Board retreat to develop the plan was held May 2017.

We recommend that the report is reviewed each year and a new set of annual objectives is developed. This process should happen in the spring and be informed by the PETS training that the incoming president attends and by the Presidential Citation criteria.

April 2019

The Board held a retreat on April 6 to review progress and develop objectives and action plans for the 2019-20 year. This draft was approved by the Board on June 12, 2019.

MAY 2020

Due to the COVID 19 and the cancellation of the board retreat a working group updated the 2017-2020 plan to include a 4th year 2020-2021. This draft was reviewed by the governance committee and presented to the board on June 29, 2020.

This plan is to be considered a fluid document and is subject to change.

WE ARE ROTARY

VISION STATEMENT – WHERE WILL WE BE IN 3-5 YEARS?

We are open and welcoming. All members serve on a committee and all committees are staffed with a chair and vice chair. We recognize that members are engaged in many different ways— “Rotary Your Way”. We welcome new ideas and provide opportunities for leadership. Fellowship is an important part of the Rotary experience and we will provide a variety of hands-on projects to foster fellowship and service. We encourage members to suggest service projects. Meetings are purposeful, engaging and provide club information. We maintain a healthy size club. We embrace and stay current on technology.

STRATEGIES

- Make the list of committees manageable for members to understand and set clear expectations for committees
- Set clear expectations and process for members to engage through serving on committees
- Focus on service opportunities that also provide fellowship
- Be intentional about transparency and openness in the club

OBJECTIVES JULY 2020 – JUNE 2021

1. Bring awareness and simplicity to the committee structure
All of the activities related this Objective were completed in year three. A Club Committee Coordinator position was created who recorded a list of committees with their purpose statements and goals.
2. Expand the Membership Committee and begin functioning.
3. Strengthen the Assimilation Process
All of the activities related to this Objective were completed in year three. The Assimilation committee has been formalized and expanded the process to a year long.
4. Increase club awareness of the following: Strategic Plan, Rotary International, District 7450 and Club Board activities

5. Continue to strengthen and grow fellowship and service opportunities

All activities related to his Objective were completed in year three. At a minimum quarterly opportunities were held

6. Achieve the RI Presidential Citation Goals related to “We Are Rotary

All activities related to the RI Presidential Citation have been completed. The Club earned the RI Presidential Citation for 2019-2020

7. Strengthen the Program Committee and weekly programs.

8. Celebrate the Club’s 100th Anniversary with a special event.

WE ARE ROTARY - YEAR FOUR ACTIVITIES

ACTIVITY	COMMITTEE/PERSON RESPONSIBLE (LIAISON)	TIMEFRAME	STATUS
2a. Survey the club for missing classifications and under represented segments of our community’s business, professional and community leaders.	Membership Committee	September	
2b. Develop strategies specific to each category of new membership that represent the totality of our community.	Membership Committee	January	
4a. Report on major board decisions	President	Monthly	
4b. Make copies of the SP available to all members.	Secretary	Monthly	
4c. Provide members updates on Rotary International and District activities	President/Governance Committee	Quarterly	
7a. Appoint a Program Committee	President	July	Comm has one new member and Michelle expects others to join.
7b. Establish the Program schedule with the President	Program Committee	July	Programs are set thru November

8a. Appoint a 100 th Anniversary Task Force	President	August	
8b. Develop and Implement a plan	100 th Ann Comm	Ongoing	
8c. Create a Memory Book the celebrate our 100 th Anniversary, using past celebration publications as a guide	100 th Ann Comm	Ongoing Due in April	

MAKING A DIFFERENCE

VISION STATEMENT – WHERE WILL WE BE IN 3-5 YEARS?

We establish a 2-4 year theme to help us focus on areas to make a difference, locally and internationally. The theme includes stretch goals and measures of success. We partner with other organizations to amplify their work.

STRATEGIES

- Acknowledge RI's Annual Theme but make club decisions based on the club's theme of "Making A Difference"
- Identify partners to work with on the theme project
- Establish leadership for the theme project
- Find ways to incorporate smaller projects (not everything has to relate to the theme)
- Explore alternative fundraising strategies to support theme projects

OBJECTIVES JULY 2020-JUNE 2021

1. Identify new Club Fundraising Efforts
2. Evaluate Club Members Perspective on Fundraising
All of the activities related this Objective were completed in year three. A all member survey was conducted.
3. Evaluate the 2019 CCO
All of the activities related to this Objective were completed in year three. Extensive research was gathered and deliberately discussed by the board.
4. Determine how we continue to "Make A Difference"
5. Plan, develop and implement a major 100th Anniversary Service Project

MAKING A DIFFERENCE - YEAR FOUR ACTIVITIES

ACTIVITY	COMMITTEE/PERSON RESPONSIBLE (LIAISON)	TIMEFRAME	STATUS
1a. Appoint a small Task Force to develop, plan and conduct a large auction at the 100 th Anniversary Event	100 th Ann Task Force	April 2021	
1b. Identify any other Fundraising opportunities	100 th Ann Task Force	November	
4a. Using data collected to determine how the club will continue to “Make A Difference”	Board	Ongoing	
5a. Research major Service Projects and appoint a leader for the task force	Service Comm and 100 th Ann Task Force	September	
5b. Present recommendations to 100 th Ann Comm for a major Service Project	Service Comm	October	
5c. Present recommendation to board	100 th Ann and Service Comm	October	
5d. Implement 100 Ann Service Project	100 th Ann and Service Comm	By end of Program year	

Telling the Rotary Story

VISION STATEMENT – WHERE WILL WE BE IN 3-5 YEARS?

Our community knows about Rotary because our good work permeates the community. They read about our activities and impact. They experience or see our impact in the community. They know what Rotary stands for. Our purpose for marketing is not focused on adding members (we hope to draw people in who are inspired by our work) but rather to raise awareness and raise funds.

STRATEGIES

- Establish different marketing efforts for different audiences (internal and external) to communicate about the club and what we do
- Create clear leadership responsibility for coordination of marketing efforts

OBJECTIVES JULY 2020-JUNE 2021

1. Survey current marketing activities and develop marketing plan including a budget
2. Provide members with the tools necessary to become our Rotary Club Brand Ambassadors
3. Identify and execute communications strategies that puts the club in front of a wider audience
4. Develop a permanent “Marker” in honor of the Club’s 100th Anniversary.

TELLING THE ROTARY STORY - YEAR ONE ACTIVITIES

ACTIVITY	COMMITTEE/PERSON RESPONSIBLE (LIAISON)	TIMEFRAME	STATUS
1a. Appoint a new committee chair	President	July	
1b. Review current marketing activities and identify gaps	PR Committee	August	
1c. Identify communication strategies for marketing our Rotary Club	PR Committee	August	
1d. Develop a communications plan including marketing strategies and goals (cost, membership, community awareness). Plan should include audience, message and channel using Rotary guidelines and templates.	PR Committee	September	
1e. Present communications plan to the board	PR Committee	September	
2a. Instruct members on the use of marketing strategies	PR Committee	September	
3a. Implement the plan	PR Committee	October	
3b. Review progress with the Board	PR Committee	Ongoing	

4a. Identify the “Marker” to celebrate our 100 th Ann. (March 13, 2021)	100 th Anniversary Task Force	January	
4b. Determine the location of the “Marker”	100 th Ann Task Force and Board	January	
4c. Have ceremony to commemorate the “Marker”	Entire Club	May	

2020-2021 ROTARY INTERNATIONAL CITATION GOALS

The board has identified the following goals in order to be eligible to receive the RI Presidential Citation Recognition

1. To have a total of 120 Club Members at the end of the Rotary year
2. To have 50 members participate in club service activities
3. To have 5 members sponsor a new member
4. To have 6 members participate in leadership development programs
5. To have the club and/or members contribute **\$10,000.00** to The Rotary Foundation Annual Fund
6. To have the club and/or members contribute **\$500.00** to The Rotary Foundation PolioPlus Fund
7. To conduct 1 service project
8. To sponsor 1 student to attend RYLA
9. To develop an up-to-date strategic plan
10. To ensure our online presence accurately reflects our current activities
11. To hold 2 social activities outside of regular meetings
12. To update our website and/or social media accounts 1 time per month
13. To ensure 50% club's projects are covered by the media
14. Ensure the club uses the official Rotary Promotional materials for all advertising, etc