

Mission: Rotary International is a worldwide network of inspired individuals who translate their passions into **relevant social causes to change lives** in communities. *(provided by Rotary)*

Brand Promise: **Bringing leaders** together to **exchange ideas to take action**, leaving a lasting impact in communities around the world. *(provided by Rotary)*

Values: Fellowship, Integrity, Diversity, Service, Leadership *(provided by Rotary)* **Moto/Tagline:** Service Above Self *(provided by Rotary)*

2020 Vision: Downtown Sioux Falls Rotary is an influential and engaged service club in the community, comprised of leaders who create a lasting impact (outcome) in Sioux Falls

Key Points of Club Distinction: Influential: the club leaders want to join; the club speakers want to speak to Outstanding Programming
Impactful: investing time, treasure and talent where its most needed Size: one of the largest Rotary Clubs in area

STRATEGIC PRIORITIES

1) MEMBERSHIP EXPERIENCE & ENGAGEMENT

a) Increase membership engagement and improve member overall experience

2) MEMBERSHIP COMPOSITION

a) While maintaining the unique Downtown Rotary brand identity of influence and prestige, broaden the membership to ensure it is reflective of the executive, senior and high community impact leadership population in terms of gender, ethnicity, age and occupation

3) PHILANTHROPY & SERVICE

a) Impact the most worthy community projects through consistent donations from membership

4) BRAND – VISIBILITY & RELEVANCE

a) Enhance public image and awareness

INITIATIVES (underlined = HIGH PRIORITY/HIGH IMPACT)

- Within 60 days of acceptance, induct member .
- Create a formal onboarding program including strengthening role of proposer commitment
- Increase number of orientation sessions for new members (done)
- Conduct a membership satisfaction survey
- Send an exit interview to all those who resigned this past year
- Create formal job descriptions for committees & board to clarify roles

- Update membership proposal form to include expanded criteria of thought leader and those making a lasting impact in SF (done)
- Targeted media to SF Women, Biz now
- Use YPN list/Bakery/Million Cups/Synergy/Leadership Sioux Falls as potential feeders into club
- Use the international students to illustrate and highlight diversity

- Establish the criteria by which new projects will be funded. Call for ideas from membership. Present to board on August 18. Present to membership

- Determine if Downtown Rotary should establish a long-term project to support and be known for
- Create a brochure to be used in presentations to tell the Rotary story
- Create short videos of members telling their stories about Rotary impact
- Create short YouTube videos of new members.
- Live stream the meetings for membership to view who cannot attend

OUTCOMES

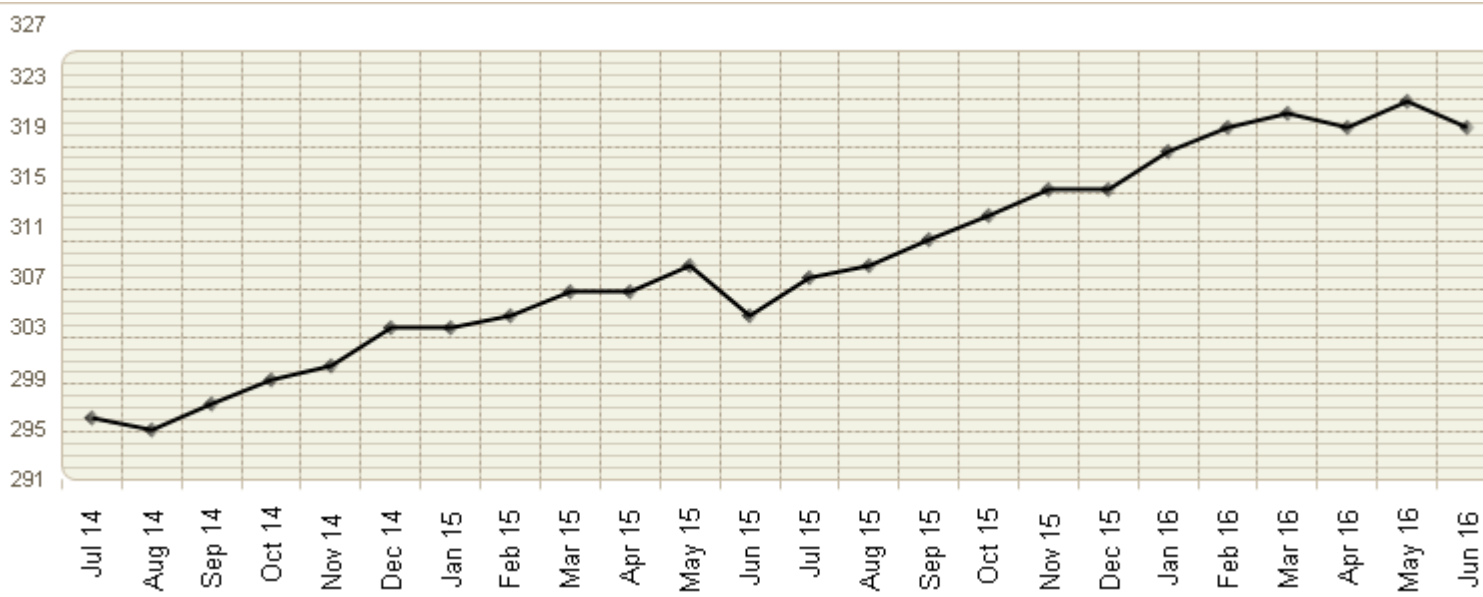
- Average Attendance: 30% (increase 5 points)
- Total Membership: 338
- Membership Retention: 95%
- Member Satisfaction: >90%

- (baseline year)
- Female: Increase from 18% to 25%
- Ethnicity: 3% from 1%

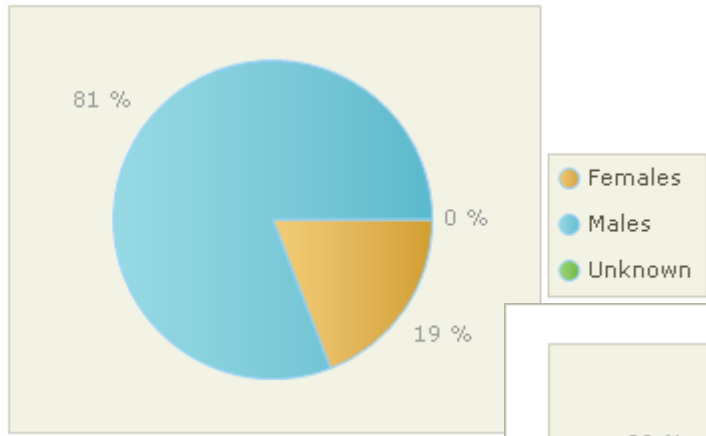
- # of Community Projects Impacted: 3

- Annual Community Impact Giving/Member: \$300/pp

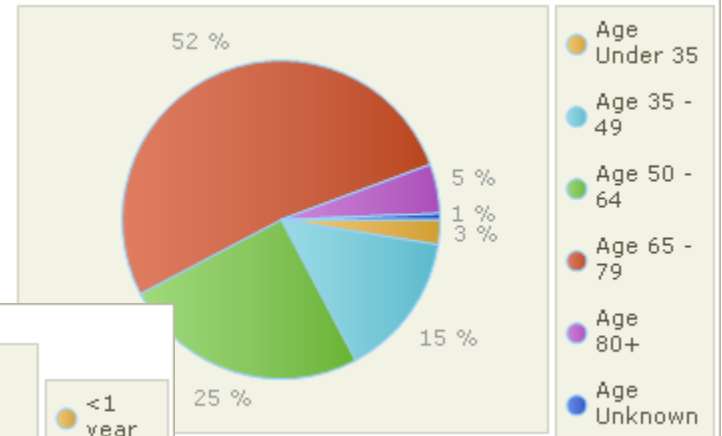
- Earned Media Value: up 50% (from 4-6 big stories)
- # of Followers on FB: 350 (from 150 = 133% increase)
- # of Shares on FB/program
- # of Twitter Followers



Membership
Churn:
8% avg



Ethnicity: 1%



Average Meeting
Attendance: 25%

