

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

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

Values: Fellowship, Integrity, Diversity, Service, Leadership **Moto/Tagline:** Service Above Self

2020 Vision: Downtown Sioux Falls Rotary is the most 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 Impactful: investing time, treasure and talent where its most needed Size: one of the largest Rotary Clubs in North America

STRATEGIC PRIORITIES

1) MEMBERSHIP EXPERIENCE & ENGAGEMENT

a) Increase membership engagement and improve member overall experience

2) GOVERNANCE

a) Create a committee structure for shared leadership
b) Implement a nominating committee to select board members

3) COMMUNITY SERVICE

a) Provide opportunities for our membership to perform meaningful community service

4) BRAND – VISIBILITY & RELEVANCE

a) Enhance public image and awareness
b) Ensure our Centennial Fund is successful

INITIATIVES

- Create a buddy system, aimed at new members as well as those members who may not be active, to ensure members feel welcome and engaged by January 2018. Assigned to Membership Committee
- Create a new member onboarding process by March 31, 2018. Assigned to Membership Committee
- Create a speed orientation program which would be held once per month, before or after our Monday meetings by January 1, 2018. Assigned to Membership Committee
- Create a formal mentoring program for those members who would like to incorporate a mentor into their professional lives. Program would launch February 1, 2018. Assigned to Membership Committee
- Propose a speed networking program, taking place during our meetings, once per quarter, starting at noon, for 15 minutes, prior to business portion of meeting. Begin Spring 2018 Assigned to Membership Committee
- Revise the Governance structure by creating a Nominating Committee that proposes the Board slate each year, allowing the membership at large to recommend Board members and to vote on the leadership slate. The Ex Committee will continue to name the President. Nominating Committee would establish Board member criteria. ASAP. Assigned to Nominating Committee
- Creating opportunities for community service for those Rotarians who wish to serve. Begin ASAP. Offer two options for the 2017/2018 year. Assigned to Community Service Committee
- Create a marketing plan (intern)

What does "success look like for 2017/2018

- Average Attendance: 30%
- Total Membership: 300
- New Members: 31
- Lost Members: 30
- Female: Membership 25%
- Ethnicity: 10
- # of Committee Members: tbd
- # of Volunteer Hours: tbd
- # of Community Service Projects: 2
- \$ Donated to Centennial Fund: \$100k
- \$ Donated to Rotary International: \$100/Member
- Earned Media Value: # of "big" stories: 10
- # of Followers on FB: 1200