

# 2018-2019 STRATEGIC PLAN - DOWNTOWN SIOUX FALLS ROTARY

## APPENDIX C

**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:** Influentia: 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

### I) MEMBERSHIP RECRUITMENT

a) Increase diversity of all types including professions

### II) MEMBERSHIP ENGAGEMENT

### III) YOUTH

a) Create Sioux Falls Rotary Youth Exchange

b) Enhance Junior Rotarian Programming

### IV) BRAND –VISIBILITY & RELEVANCE

a) Promote Rotarians featured in the media – news & service – to enhance club brand

## INITIATIVES

- Create a committee of diverse members
- Do a deep dive into the membership analytics
- Create a speed orientation
- Conduct outreach to many groups
- Create an elevator speech with marketing
- Create a membership packet with expectations

- Implement a quality control program
- Maximize the contact have to bring in outstanding programming
- Create a programming calendar in the cloud so all program chairs can see what other speakers are coming
- Consider bringing in Matt Moen, signature speaker, on civility (Leads the Gettysburg Foundation)
- Pre-season survey of membership – who would you like to see speak
- Finish Centennial Plaza
- Make new members feel welcome
- Grade speakers, after presentation

- Committee formed and framework established by x

- Add new high schools
- Membership opportunity/Document
- Create a quick video of each student and post on Facebook
- Do a follow-up with each student
- Consider holding a panel discussion of Jr. Rotarians at year end

- Add social media promotion to promote brand specifically
- Encourage Rotarians to promote their membership in outside service/media
- Create posts which Include Rotarians who are in the news as well as the club

## What Success Looks Like for 2018-19

- Total Membership: 300
- New Members: 30
- Female: Membership: 25%
- Members w/Ethnic Diversity:

- # of Committee Members: 30
- # of Volunteer Hours: 200

- # of Community Service Projects: 2
- \$ Donated to Rotary International: \$100/Member

- Earned Media Value: # of “big” stories: 20
- # of Followers on FB: 1200 goal; 1092

- Fill committee structure with members
- 2 community service projects

- Outbound Exchange student for 2019-2020: 1
- Inbound Exchange student for 2019-2020: 1
- RYLA student for 2018-2019: 1

- Increase from 20 to 22

- Increase Facebook followers by 120 by year end
- Create 1500 connections by year-end on LinkedIn
- 20 Rotarians will be featured in this year