

Strategic Plan 2022-2025

Mission Statement:

A club of inspired individuals who translate their passions into actions that improve lives

Vision:

To exemplify Service Above Self



Values:

- LEADERSHIP** We are high energy members of a service club providing impactful community leadership.
- DIVERSITY** We celebrate diversity, fully represent our communities, and offer all members equitable opportunities to thrive.
- SERVICE** We provide opportunities for members to match their skills and passions to purposeful community projects.
- INTEGRITY** We consider current issues, measure them against current projects to ensure the greatest impact in the best interests of those we serve.
- FELLOWSHIP** We are proud members of Rotary International and Rotary District 5610 and support the values of our larger organization.

Pillars:

Membership | **Projects** | **Funding** | **Rotary Connections**

*Our Mission, Vision and Values parallel those set by
Rotary International and District 5610*

Rotary Foundation Mission Statement: The Rotary Foundation helps Rotarians to advance world understanding, goodwill, and peace by improving health, providing quality education improving the environment, and alleviating poverty.

Rotary Vision Statement: Together, we see a world where people unite and take action to create lasting change—across the globe, in our communities, and in ourselves.

Rotary Action Plan: Increase our impact; Expand our reach; Enhance participant engagement; Increase our ability to adapt.

District 5610 Mission Statement: To provide service to clubs, to promote integrity, and to advance world understanding, goodwill, and peace through a fellowship of business, professional, and community leaders



**IMAGINE
ROTARY**

I

MEMBERSHIP

- **Recruit**
- **Retain**

GOAL: Expand membership to 80 by July 1, 2025 focusing on membership diversity.

Note: At time of this publication, membership is 74 persons.

Tracking Success

Date	Activity	Notes
January 2023	77 Members	Several ongoing conversations to increase diversity
June 2023	74 Members	DEI mini series included membership diversity

GOAL: Adopt methods to ensure respectable behavior among all members.

Tracking Success

Date	Activity	Notes
Nov-Dec 2022	Board members completed DEI training	Began/will continue regular, small doses to the club
June 2023	DEI miniseries reviewed RI polices every month (from RI Learning Center)	More open and comfortable conversations on the topic among members was noticed

A. Recruit:

1. Always consider the “Fun Factor.” To retain people, members must have fun as they meet and socialize with new people.
2. Continue membership drives. Recall the “invitation” to a meeting is key to exposure.
3. Utilize visual reminders (Rotary pin, shirts, banners, flags, and other regalia) to display the Rotary brand.
4. Increase racial diversity
5. Invite Corporate Membership
6. Continue to recruit younger high-energy members who have more means to contribute time and energy than money.
7. Leadership Institute/new member orientation

I

MEMBERSHIP

- **Recruit**
- **Retain**

B. Retain:

1. Expand mentorship program to engage members to matching members' passions to committees and projects.
2. Encourage long-time members to supply financial support when personal/physical involvement is difficult.
3. Use social media to help inform members.
4. Increase transparency of Board meetings/decisions to club members.
5. Investigate new meeting locations, as necessary based on club expansion.
6. Imbed Rotary International's 'Preventing and Addressing Harassment' course into Rotary Leadership Institute (RLI)/new member orientation.
7. Encourage all existing members to complete the 'Preventing and Addressing Harassment' course
8. Encourage a regular review of positive club culture and etiquette.

II

PROJECTS

- Signature
- Local
- District
- International

GOAL: Diversify Community Action by selecting a unique one-time or short-term project per year.

Tracking Success

Date	Activity	Notes
Nov-Dec 2022	Discussion on desired effectiveness on several ideas	
June 2023	Ideas still under development	Initiated additional conversations with Grants committee overlap

GOAL: Implement a refined method of the club’s District Grant Application development process to reach at least one Grant submission per year.

Tracking Success

Date	Activity	Notes
Sept-Oct 2022	Implemented checklist to guide new grant idea submissions	One District Grant submitted and accepted
June 2023	Updated Grants checklist/questionnaire. Aligned submission of Club grants to match District Grant timeline.	In Feb, Board voted \$20K be allocated for Club Grants which may be awarded by June 30, 2024.

A. Signature Organizations:

1. Continue support of these key organizations and supporting events: Storybook Island (SBI), Black Hills Children’s Home Child Advocacy Center (BHCH-CAC), and Rapid City High School.
2. Ensure all members understand the unique relationships with these organizations and the supporting events.

B. Local (well-developed/long-term) Projects:

1. Continue support of these well-developed local area projects:
 - a. BH Children’s Home Golf and Gala Events
 - b. Rapid City High School Students of Distinction
 - c. Rotary 4-Way Test Essay Contests
 - d. Storybook Island projects and management support
2. Encourage members to brainstorm ideas, vet through Community Action Committee, then Board of Directors, then club members.

II

PROJECTS

- Signature
- Local
- District
- International

C. Local Community Action (one-time/short-term) Projects:

1. Continue support of these community action projects that are one-time, lower logistical planning effort/high volunteer desire projects:
 - a. Highway Cleanup
 - b. Feeding South Dakota
 - c. City Cleanup at Steven's High School
2. Support the emphasis on additional one-time or short-term projects by including a line item in annual budgets.

D. Club lead District Grant Projects:

1. Past President and President-Elect shall serve on the Grants Committee. The Grants Committee will lead the development of a timeline and method of collecting District Grant application ideas from club members.
2. Potential Grant proposals are presented to the Grants Committee, then the Committee makes yah/nay recommendations to the Board for final decision to proceed.
3. Pending Board approval to proceed, Grants Committee will guide those interested in formally writing/submitting a grant to the District.
4. Document progress of potential grants throughout the year for club members to easily follow; recall District Grants have specific due dates per year, set by the district. Invite members to show their support during the development process.
5. With goal of at least one District Grant submission per year, invite club members to measure their ability to support for the duration of the project, pending/after District approval.
6. Research and create a list of other community grants that the club could be eligible to apply for in order to support our projects. For example, MIDCO, Monument Health, Vucurevich Foundation, South Dakota Community Foundation, and Black Hills Area Community Foundation.

E. International Projects:

1. Continue support of these community action projects that are one-time, lower logistical planning effort/high volunteer desire projects.
2. Encourage the club, in partnership with Rotary International, to continue active support of the following:
 - a. Polio Plus
 - b. Tanzania School of St. Jude
 - c. Rotaract and Interact International Projects
 - d. Youth Exchange
 - e. Emergency Response - Shelter Box for international disasters
 - f. Vocational Training Teams, Friendship Exchanges, other exchanges
2. Continue to evaluate and/or support Global Grants with which the District is involved. Current Global Grant that the club maintains an interest in supporting are as follows:
 - a. Hope Haven projects (providing wheelchairs in Philippines, Ukraine, and Romania)
 - b. Whiteclay Arts Makerspace
 - c. Self-help group in India
 - d. End Human Trafficking in District 5610
3. Continue/increase education on potential travel opportunities in support of the above projects.

III

FUNDING

- Dues
- Fundraising

GOAL: Evaluate possibility of medium-term/additional club fundraiser.

Tracking Success

Date	Activity	Notes
July 2022	MSCC Parking lot fundraiser	Evaluated and decided not to continue
Aug 2022	Central States Fair Ticket gate volunteers/fundraiser	Desire to reattempt with more proactive signup approach
June 2023		NSTR (nothing significant to report)

A. Dues:

1. Review annually and set as necessary to balance the financing needed to support programs and projects with consideration for member resources.
2. Review and educate club members on Rotary International and District Annual Dues.
3. Review meeting charges and other associated club expenses.

B. Fundraising:

1. Increase education to club members about the following fundraising methods and their importance to the club:
 - a. Football books
 - b. Happy Bucks, Birthday Bucks, Fines, Queen of Hearts
 - c. Sponsorships from individuals and businesses to support events and projects
 - d. Foundation donations from individual members and the club
2. Fundraising to support additional Global Grant and District Grants may include the following:
 - a. Rotarians working events for pay
 - b. New ideas brought forward and evaluated by the club

IV

ROTARY CONNECTIONS

- Programs
- Fellowship
- District & International
- RCC

GOAL: Establish a standing socialization/fellowship schedule with consideration of quarterly pop-up socials.

Tracking Success

Date	Activity	Notes
Monthly	Picnic, Baker's Home, Root Beer Floats, Pour 54, SBI Adult night, SBI RFE, DG reception, Sturgis Rotaract Band support	Some joint with noon club, will increase invites to Rotaract, Interact, and RCC
June 2023	Monthly socials continued.	Still lacking invites/attendees of Rotaract, Interact, and RCC

A. Programs:

1. Encourage learning with intention through club programs and speakers.
2. Improve member usage of the tools available through Club Runner to include, but not limited to, email, event info, and update profile data.
3. Enhance use of public relations through social media, website, and press releases.

B. Fellowship:

1. Consider variable seating arrangements to encourage intermingling among members.
2. Ensure occasional family-friendly socials.
3. Extend the invitation to other Rotary clubs' members and visiting Rotarians.
4. Host events specifically with the intention of inviting Rotaract and/or Interact.
5. Consider invitations to other organization with whom the club collaborates (or with whom the club desires to collaborate).
6. Events include, but are not limited to, socials, transition dinner, friendship exchanges, etc.
7. Invite media/press for applicable events.

C. District and International:

1. Encourage members to attend other Rotary club events.
2. When applicable, encourage members to attend District 5610: Presidents-Elect Training (PETS), District Conferences, Rotary Leadership Institute training (RLI).
3. Encourage members to attend Rotary International Convention and events.
4. Promote Rotary Foundation support, Polio Plus support, other Rotary partnerships.

D. Rotary Community Corps:

1. If/when adopted, promote relations with Rotary Community Corps.