

# LEWISBURG SUNSET ROTARY CLUB

## STRATEGIC PLAN 2013-2016

**VISION STATEMENT:** The Lewisburg Sunset Rotary Club will improve the quality of life in club, local and international communities through service above self.

### **Strategic Priority #1 – Membership**

**Annual Goals:** To reach a club total of 50 members by the end of Rotary year 2015-2016 by realizing a net gain of 5 in the year 2013-2014, a net gain of 5 in the year 2014-2015, and a net gain of 5 in the year 2015-2016. **Explanation:** By increasing our active membership, we increase potential contributions of service and funds.

### **Action Steps**

Each year:

1. Retain members through effective communications (Communications Plan) and full member involvement.

Members assigned: President and Public Relations Director  
General membership

2. Publicize club activities and meeting times to aid in recruitment.

Member assigned: Public Relations Director

3. Invite potential members as guests.

Members assigned: General membership

### **PROGRESS REPORT (attach additional sheet if needed):**

**June 2013 total net gain:** \_\_\_\_\_

**January 2014 total net gain:** \_\_\_\_\_

**June 2014 total net gain:** \_\_\_\_\_

**January 2015 total net gain:** \_\_\_\_\_

**June 2015 total net gain:** \_\_\_\_\_

January 2016 total net gain: \_\_\_\_\_  
June 2016 total net gain: \_\_\_\_\_

**Strategic Priority #2 – Service Projects**

**Annual Goal 2A: Each Rotary year, for the local community, the club will (1) provide books to area preschoolers, (2) provide food to the local food bank, and (3) promote youth leadership. Explanation: Provisions of books and food improves the sustained and immediate quality of life within the community. Promoting youth leadership enhances the futures of selected youth and lays a foundation to improve the quality of life for future communities.**

**Action Steps**

**Each year:**

1. Plan and conduct fundraisers and food collection.

- Breakfast with the Grinch with food collection
- Chili Cook Off
- Frosty 5K
- Yard sale
- Lemonade/Sno-Cone stand

Assigned members: Community Director  
General membership

2. Purchase books and deliver books/Deliver food to Union County food bank

Assigned members: President or designee  
Treasurer and Board of Directors

3. Identify and sponsor one or more students to participate in RYLA or the Student Exchange Program.

Members assigned: Board of Directors/International Director

**PROGRESS REPORT (attach additional sheet if needed):**

June 2013 \_\_\_\_\_  
January 2014 \_\_\_\_\_  
June 2014 \_\_\_\_\_  
January 2015 \_\_\_\_\_  
June 2015 \_\_\_\_\_  
January 2016 \_\_\_\_\_  
June 2016 \_\_\_\_\_

**Annual Goal 2B: Each Rotary year, identify and provide aid to at least one additional local cause or need for that year. Explanation: The cause identified shall serve to measurably improve lives in the local community.**

Action Steps

Each year:

1. Solicit ideas from membership and vote on a cause.

Assigned members: President  
Community Director

2. Make a donation or provide physical assistance to determined cause.

Assigned members: President/Board of Directors/General membership

**PROGRESS REPORT (attach additional sheet if needed):**

June 2013 \_\_\_\_\_  
January 2014 \_\_\_\_\_  
June 2014 \_\_\_\_\_  
January 2015 \_\_\_\_\_  
June 2015 \_\_\_\_\_  
January 2016 \_\_\_\_\_

June 2015 \_\_\_\_\_

**Annual Goal 2C: Each Rotary year, for communities in other countries, the club will (1) make a contribution to Polio Plus and (2) sponsor a shelter box or contribute to the Rotary clean water effort (or other identified international cause). Explanation: Contributions to these efforts help to improve lives and sustain various improvements in communities abroad.**

**Action Steps**

Each year:

1. Sell hot chocolate during the Ice Festival and conduct one other fundraiser in support of these causes.

Members assigned: Community Director/Club Directors/volunteers

2. Donate proceeds to Polio Plus.

3. Through member donations or club funding, contribute to a shelter box' clean water, or other identified international cause.

Members assigned to Action Steps 2 and 3: Community Director  
Board of Directors

**PROGRESS REPORT (attach additional sheet if needed):**

June 2013 \_\_\_\_\_

January 2014 \_\_\_\_\_

June 2014 \_\_\_\_\_

January 2015 \_\_\_\_\_

June 2015 \_\_\_\_\_

January 2016 \_\_\_\_\_

June 2016 \_\_\_\_\_

**Strategic Priority #3 – Rotary Foundation**

**Annual Goal: Achieve Every Rotarian Every Year (EREY). Explanation: Contributions to the Rotary Foundation serve to improve lives in one of six areas of focus in the United States and abroad.**

**Action Steps**

Each year:

1. Solicit contributions to the “birthday box” each month.

Member assigned: International/Foundation Director

2. Contribute “birthday box” collections to the Rotary Annual Fund on behalf of all club members.

Members assigned: International/Foundation Director  
Treasurer

3. Invite Rotary Foundation representative to speak during a club meeting.

Member assigned: President, International/Foundation Director

**PROGRESS REPORT (attach additional sheet if needed):**

June 2013 \_\_\_\_\_

January 2014 \_\_\_\_\_

June 2014 \_\_\_\_\_

January 2015 \_\_\_\_\_

June 2015 \_\_\_\_\_

January 2016 \_\_\_\_\_

June 2016 \_\_\_\_\_

**Strategic Priority #4 – Club Fellowship**

**Annual Goal: Every Rotary year, host one club fellowship activity each quarter.**

**Explanation: Developing and maintaining friendship among fellow Rotarians improves the vibrancy and quality of life within the club. It is essential to the club’s effectiveness in continuing and streamlining our efforts to improve the quality of life for others.**

**Action Step**

Each year:

Host any of these possible activities for club members and their families each quarter.

- Field trips to historical sites
- Field trips to wildlife preserves
- Holiday parties
- Social meetings at new venue (For example: Winery)
- Celebratory meetings (Club charter anniversary/R.I. anniversary)
- Picnics
- Other

Members assigned: President  
Board of Directors  
General membership on a volunteer basis

**PROGRESS REPORT (attach additional sheet if needed):**

June 2013 \_\_\_\_\_  
January 2014 \_\_\_\_\_  
June 2014 \_\_\_\_\_  
January 2015 \_\_\_\_\_  
June 2015 \_\_\_\_\_  
January 2016 \_\_\_\_\_  
June 2016 \_\_\_\_\_

**Note: The strategic plan is a working document, which should be reviewed, and if necessary, revised at least once each year for the purpose of accomplishing the club's future vision.**

Lewisburg Sunset Rotary Strategic Plan, March 2013