

# Rotary



# Club of Medford Rogue

## Medford Rogue Rotary Strategic Plan 2023

By 2023, Medford Rogue Rotary Club will be the most effective and engaged civic club in the state with a large, demographically heterogeneous membership that actively participates in well-defined local and international projects and services, supported by a well-branded signature event.  
We will have accomplished this through:

<b>An Engaged, Demographically Heterogeneous Membership</b> <i>Build good will and better friendships</i>	<b>A Well-Branded Signature Event</b> <i>Beneficial to all concerned</i>	<b>A Well-Known Menu of Projects and Services</b> <i>Fair to all concerned</i>	<b>Financial Efficiency and Sustainability</b> <i>The Truth</i>
<p>Outcomes:</p> <ul style="list-style-type: none"> <li>-Promotes fellowship and attracts new members</li> <li>-New perspectives expand awareness of opportunities for service</li> <li>-New skills expands club's ability to execute on a variety of projects and services</li> </ul>	<p>Outcomes:</p> <ul style="list-style-type: none"> <li>-Financially supports our menu of projects and services</li> <li>-Provides an opportunity to spread awareness about our projects</li> <li>-Provides an opportunity to recruit new members</li> <li>-Promotes fun and fellowship</li> </ul>	<p>Outcomes:</p> <ul style="list-style-type: none"> <li>-Attracts and retains members with varying skills and interests</li> <li>-Fulfills Rotary's motto of Service above Self</li> <li>-Provides community and international support to those in need</li> <li>-Provides opportunities for fellowship</li> </ul>	<p>Outcomes:</p> <ul style="list-style-type: none"> <li>-Affordable member dues aid in recruitment and retention</li> <li>-Ability to fund and/or expand projects (Sergeants, Signature event, matching grants)</li> <li>-Allows us to be nimble and adaptive in a changing environment</li> </ul>
<b>An Engaged, Demographically Heterogeneous Membership</b> <i>Build good will and better friendships</i>	<b>A Well-Branded Signature Event</b> <i>Beneficial to all concerned</i>	<b>A Well-Known Menu of Projects and Services</b> <i>Fair to all concerned</i>	<b>Financial Efficiency and Sustainability</b> <i>The Truth</i>
<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Strengthen club understanding of recruitment process and membership criteria;</li> <li>• Actively pursue organizations' emerging leaders in order to lower the average age of the club</li> <li>• Revise orientation process to improve new members' understanding of and involvement in the club;</li> <li>• Expand technology footprint to support member engagement.</li> </ul>	<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Establish committee with members experienced in this work;</li> <li>• Set event targets to meet all desired outcomes (funds raised, broad community participation, fun, affordable);</li> <li>• Consider partnership with other Rotary clubs.</li> </ul>	<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Raise awareness within membership of the club's activities, accomplishments and opportunities to serve;</li> <li>• Institute annual review of projects &amp; services to identify alignment with community needs;</li> <li>• Increase community visibility of club projects.</li> </ul>	<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Explore different membership types to reach different types of members</li> <li>• Create Budget Committee to annually review financial priorities;</li> <li>• Review current club meeting framework to ensure financial efficiency and sustainability OR alignment between cost and purpose.</li> </ul>

Strategic Planning Advisory Committee works with club President and committee chairs over three years to advance these goals.