

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:

An Engaged, Demographically Heterogeneous Membership <i>Build good will and better friendships</i>	A Well-Branded Signature Event <i>Beneficial to all concerned</i>	A Well-Known Menu of Projects and Services <i>Fair to all concerned</i>	Financial Efficiency and Sustainability <i>The Truth</i>
Outcomes: -Promotes fellowship and attracts new members -New perspectives expand awareness of opportunities for service -New skills expands club's ability to execute on a variety of projects and services	Outcomes: -Financially supports our menu of projects and services -Provides an opportunity to spread awareness about our projects -Provides an opportunity to recruit new members -Promotes fun and fellowship	Outcomes: -Attracts and retains members with varying skills and interests -Fulfills Rotary's motto of Service above Self -Provides community and international support to those in need -Provides opportunities for fellowship	Outcomes: -Affordable member dues aid in recruitment and retention -Ability to fund and/or expand projects (Sergeants, Signature event, matching grants) -Allows us to be nimble and adaptive in a changing environment

An Engaged, Demographically Heterogeneous Membership <i>Build good will and better friendships</i>	A Well-Branded Signature Event <i>Beneficial to all concerned</i>	A Well-Known Menu of Projects and Services <i>Fair to all concerned</i>	Financial Efficiency and Sustainability <i>The Truth</i>
<p>Objectives:</p> <ul style="list-style-type: none"> • Strengthen club understanding of recruitment process and membership criteria; • Actively pursue organizations' emerging leaders in order to lower the average age of the club • Revise orientation process to improve new members' understanding of and involvement in the club; • Expand technology footprint to support member engagement. 	<p>Objectives:</p> <ul style="list-style-type: none"> • Establish committee with members experienced in this work; • Set event targets to meet all desired outcomes (funds raised, broad community participation, fun, affordable); • Consider partnership with other Rotary clubs. 	<p>Objectives:</p> <ul style="list-style-type: none"> • Raise awareness within membership of the club's activities, accomplishments and opportunities to serve; • Institute annual review of projects & services to identify alignment with community needs; • Increase community visibility of club projects. 	<p>Objectives:</p> <ul style="list-style-type: none"> • Explore different membership types to reach different types of members • Create Budget Committee to annually review financial priorities; • Review current club meeting framework to ensure financial efficiency and sustainability – OR – alignment between cost and purpose.

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

Approved by the Board 06.16.20

An Engaged Demographically Heterogeneous **Membership**

ACTIONS

- **Create a 'Team of champions' within our club to review and document the recruitment process and criteria, to educate the club, and to help with recruitment and actively focus on retention.**
- Develop a list of businesses/organizations and follow-up with a visit to discuss benefits of corporate sponsorships.
- Ensure that guidelines and expectations are documented for all Rotary committees and use these as the basis for developing a new orientation process.
- **Incorporate the use of Web technologies such as Zoom, Facebook, and a Club Webpage to support all club activities.**

RESULTS

- Increased membership, diversity and retention
- Corporate sponsorships would increase funding and add members for service projects.
- Annually aligns committee work with club priorities and available budgets.
- Create a club experience that better accommodates members, is cost-effective and adaptive.

GOALS

- Create a club experience that better accommodates members, is cost-effective and adaptive.
- Secure 3 corporate sponsors for each year's programs
- Communicate to club membership and committee chairs the club's program of work and prioritized projects by August 1.
- By July 1, 2021 a meeting place and format has been reviewed and accepted by the Board of Directors.

A Well-Branded Signature Event

ACTIONS

- **By March 21, 2021 the 'Signature Event' Committee submits a well-defined proposal to the Board of Directors recommending a Pickleball Tournament as a signature event.**
- **Form an event committee with enthusiastic and committed chairpersons who love pickleball. Send out invitation to members who want to be involved.**
- **Partner with Medford Parks and Recreation and contract with a Pickleball Expert who is willing to run the tournament.**

RESULTS

- The proposal will describe how the event will raise funds, involve the community, spread the word of Rotary, help with recruiting new members, and promote fun and fellowship.
- The first Annual Pickleball Tournament will be held in the Rogue Valley and will occur because of the efforts of the Medford Rogue Rotary Club.
- Coordination will ensure availability of Pickleball courts, publicity, and professional execution of the event.

GOALS

- Project proposals outline the commitments of Chairpersons, committee members, co-operating organizations, and other details that will better ensure success before Board approval.
- The first tournament to be held in the summer of 2021 and will be developed as a proof of concept that will grow larger in future years and provide funds for other community services/projects. 1st tournament will at least break even on cost/revenue. 2nd year net revenue greater than \$10,000.
- Reestablish a great working relationship with Medford Parks and Recreation, promote Rotary awareness, recruitment of new members and facilitate fun and fellowship.

A Well-Known Menu of Projects and Services

ACTIONS

- **All approved projects will be discussed at a club meeting prior to execution and again at completion.**
- New members will work with the President-Elect to develop and implement a service project.
- Solicit potential members to become involved in project execution.
- Hold a fellowship 'round-table' event to promote club activities.
- Use all available platforms to highlight service projects.
- Buy and distribute club t-shirts to all members.
- **Board reviews prior-year projects and services, evaluates and make recommendation for continuation or not, and complete a report to share with members.**

RESULTS

- Board reviews prior-year projects and services, evaluates and make recommendation for continuation or not, and complete a report to share with members.
- New members form friendships while learning more about Rotary activities and the President-Elect gains knowledge of new members.
- Every service project includes invited guests as participants.
- Members and guests receive information on all aspects of Rotary activities.
- Public awareness of activities through TV, Newspapers, Facebook, and Website articles
- Post-event documentation will inform members on club participation, benefits, photos, and other relevant statistics.

GOALS

- Sufficient time will be made available at club meetings for comprehensive project reporting with questioning and answers.
- One exciting new service project is proposed each year.
- Each year's new member class include 3 project participants.
- 50% of members attend, 25% bring guests, 100% have fun.
- Every service project implements a publicity plan.
- Participating members always wear their t-shirt when working on a Rotary project.
- Project summaries are submitted to the Board of Directors by July 30 and reviewed w/ recommendations at the August meeting.

Financial Efficiency and Sustainability

ACTIONS

- Reduce fee for members under the age of 35.
- **Create and Adopt a 'Corporate Sponsorship' program**
- Formalize a process where Board Members and Foundation Chairs meet to discuss current years accomplishments and prioritize funding for next year.
- **Form a committee to evaluate benefit/costs of club meeting scenarios including where to meet and how often to meet in-person or Hybrid meeting, perhaps using Zoom.**

RESULTS

- Increased membership, diversity, and retention
- Corporate sponsorships would increase funding and add members for service projects.
- Annually aligns committee work with club priorities and available budgets.
- Create a club experience that better accommodates members, is cost-effective and adaptive.

GOALS

- Increase under-35 recruitment by 6 members per year.
- Secure 3 corporate sponsors for each year's programs
- Communicate to club membership and committee chairs the club's program of work and prioritized projects by August 1.
- By July 1, 2021 a meeting place and format has been reviewed and accepted by the Board of Directors.