



The Rotary Club of Snow Hill, Maryland



Strategic Plan for 2020 – 2023

VISION

The Rotary Club of Snow Hill is committed to doing our part to fulfill the Vision of Rotary International:

“Together we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.”

Mission

“The Mission of our Club is to reflect the values and vision of Rotary International through the work we do in the Snow Hill community and beyond, while putting service above self.”

Values

The values of Rotary International are also our values:

Fellowship Integrity Diversity Service Leadership



Goals

This Strategic Plan is an update and extension of the Club's 2017 – 2019 Strategic Plan and is based on member input through a Club-wide survey and the work of various Club committees.

To fulfill our vision and mission, we have established four goals for our Club for 2020 – 2023. These goals support the seven areas of focus of Rotary International. Those areas of focus are: (1) promoting peace, (2) fighting disease, (3) providing clean water, sanitation, and hygiene, (4) saving mothers and children, (5) supporting education, (6) growing local economies, and (7) supporting the environment.

Our Club's four goals are:

- 1. Support and strengthen our Club.**
- 2. Focus and increase our humanitarian service.**
- 3. Enhance our public image and awareness.**
- 4. Support local economic development.**

Objectives

We have identified several objectives under each of these four goals, and they are listed here.

Goal 1: Support and strengthen our Club.

Objective 1.1. Identify, invite, and **recruit new members**, with a focus on underrepresented populations (people of color and people under age 50).

Objective 1.2. Explore and develop **new Club membership options**.

Objective 1.3. Assure that all new members have a **sponsor and mentor**.

Objective 1.4. Hold **social events** that engage Club members and potential new members outside of regular meetings.

Objective 1.5. Hold traditional weekly meetings (speakers) while **exploring other meeting formats** for conducting Club business.

Objective 1.6. Assign tasks to **Club committees** to utilize the talents of our members and make recommendations to the Board of Directors and Membership.

Goal 2: Focus and increase our humanitarian service.

Objective 2.1. **Prioritize** all existing Club service projects.

Objective 2.2. Look for **new opportunities** for service projects.

Objective 2.3. Continually strengthen the Club's **fundraising** efforts.

Objective 2.4. Maintain active **District engagement**.

Goal 3: Enhance our public image and awareness.

Objective 3.1. Promote awareness of the Club’s activities through **print and social media**.

Objective 3.2. Build and sustain **partnerships with other community organizations** to increase our visibility.

Objective 3.3. Explore **501-c-3 status** for the Club.

Goal 4: Support local economic development.

Objective 4.1. Identify an **unmet economic need** within the community that our Club could address.

Objective 4.2. Establish a **partnership and plan** to address the identified unmet need.

Tactics and Measures

The specific tactics for achieving the goals and objectives, along with the measures we will use to assure the goals and objectives are achieved can be found in the appended table.

Monitoring

We intend to monitor and report on our progress on achieving these goals through the work of various Club committees. These updates will be provided as needed, but not less than every four months.

We will review and update this plan annually.

All members should recognize that our ability to accomplish our goals and objectives will be dependent on our ability to operate within the current COVID-19 environment and will require creativity and new ways of doing business. However, the health and safety of our members and our community will be paramount in deciding what activities can or cannot be pursued.

Thanks!

The Strategic Planning Committee would like to thank everyone who completed our survey earlier this year and to the committees that made contributions. Your ideas were invaluable!

The Strategic Planning Committee:

TJ Myers, Chair
Tom Bickerstaff
Jefferson Moak
Diana Nolte
Marty Pusey
Janet Simpson
Tom Sullivan

August 11, 2020

Goal 1: Support and strengthen our Club

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 1.1. Identify, invite, and recruit new members, with a focus on underrepresented populations (people of color and people under age 50).</p> <p>Measure: Our Club becomes more diverse and more closely reflects the community by successfully welcoming more members under the age of 50 and persons of color.</p>	<p>1.1.1. Have Club members ask friends and acquaintances about their perception of Rotary (is it welcoming and relevant?). Use this ongoing feedback to plan events that are relevant to the Snow Hill community (speakers, presentations, socials, etc.).</p> <p>1.1.2. Use social media (Facebook’s “Neighbors of Snow Hill,” etc.) to invite the community to our meetings and events (including our “Zoom” meetings). Ask attendees if they feel Rotary is welcoming and relevant.</p> <p>1.1.3. Make personal contact with individuals who have expressed an interest in our Club and invite them to join. When appropriate, invite Club speakers to become members.</p> <p>1.1.4. Develop communication tools (information folders, online tutorials, brochures, etc.) to share with prospective members to facilitate recruitment.</p> <p>1.1.5.: Based on the above experience, adjust and update (annually) the Club’s current Membership Plan (developed by the Membership Committee) with a focus on reaching underrepresented populations.</p>

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 1.2. Explore and develop new Club membership options.</p> <p>Measure: At least one new membership option will be brought to a vote and possibly adopted by the members.</p>	<p>1.2.1. Invite interested Club members to form a Subcommittee of the Membership Committee to identify alternative ways to serve the community through our Club (e.g., “Friends of Rotary;” Corporate membership; etc.).</p> <p>1.2.2. Present the options to the Board and the Membership to discuss feasibility and possible adoption.</p> <p>1.2.3. Promote any adopted option(s) as part of the Club’s recruitment activities.</p>

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 1.3. Assure that all new members have a sponsor and mentor.</p> <p>Measure: Every potential member will have an assigned sponsor and every new member will have an assigned mentor.</p>	<p>1.3.1. The Membership Committee will identify and record the name of a Club member(s) to serve as sponsor and/or mentor when a new member joins. (The sponsor and mentor may or may not be the same person.)</p> <p>1.3.2. Using Rotary International and District resources, the Membership Committee will train Club members on the roles and responsibilities of being a sponsor and mentor.</p> <p>1.3.3. The Membership Committee will develop communication tools (information folders, online tutorials, brochures, etc.) for use in orienting new members to Rotary.</p> <p>1.3.4. All Club members will assure new members are aware of and engaged in the Club’s activities and service opportunities.</p>

Goal 1: Support and strengthen our Club

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 1.4. Hold social events that engage Club members and potential new members outside of regular meetings.</p> <p>Measure: We will hold at least 5 socials and 1 town-wide event during the Rotary year.</p>	<p>1.4.1. The Social Committee will plan and hold a social on each month that has a 5th Tuesday (approximately 4 annually). Such events will be hosted by a Club member and potential new members will be invited to attend.</p> <p>1.4.2. The Social Committee will plan and hold other social events throughout the year to celebrate holidays or recognize special Rotary accomplishments (e.g., Christmas Party, crab feast, etc.).</p> <p>1.4.3. The President will reach out to other Clubs and civic organizations in Snow Hill to plan and hold a town-wide event(s) to build goodwill and identify opportunities for collaboration.</p>

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 1.5. Hold traditional weekly meetings (speakers) while exploring other meeting formats for conducting Club business.</p> <p>Measure: Hold at least 10 alternate format meetings the first year. Feedback collected every 6 months from members shows speakers are engaging and informative and that non-speaker meetings enhance Club productivity and efficiency; if not, adjustments are made.</p>	<p>1.5.1. Speakers who discuss topics pertinent to our members are scheduled by the Speakers Committee Chair with the assistance of members.</p> <p>1.5.2. As needed, and based on member suggestions, the President will replace the traditional speaker meeting and/or Club assembly format with Committee working sessions, pre-event work sessions, planning sessions, or other activities.</p>

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 1.6. Assign tasks to Club committees to utilize the talents of our members and make recommendations to the Board of Directors and Membership.</p> <p>Measure: The Club makes informed decisions based on the work of the Committees and achieves outcomes related to its goals as outlined in the Strategic Plan.</p>	<p>1.6.1. A robust list of committees with chairpersons will be established by the President.</p> <p>1.6.2. Time will be set aside for committees to meet and explore actions to achieve goal(s).</p> <p>1.6.3. Committee chairs will be responsible for documenting committee activities and attendance in DACdb and for messaging committee accomplishments (e.g., in Rotary Reminders).</p> <p>1.6.4. Committee recommendations will be presented to the Board of Directors and/or the entire Membership for consideration and action.</p> <p>1.6.5.: The Club will periodically review committee format for efficiency and convenience.</p>

Goal 2: Focus and increase our humanitarian service

<p><u>Objective and Measure</u></p> <p>Objective 2.1. Prioritize all existing Club service projects.</p> <p>Measure: The Board and Membership will hold a vote on which service projects to continue each year.</p>	<p><u>Tactics</u></p> <p>2.1.1. Re-establish the Service Projects Committee as defined in the By-Laws.</p> <p>2.1.2. The Committee will determine which supported activities are “active” and “passive” projects. (Active projects are supported by volunteer time by the members; passive projects receive primarily financial support only.)</p> <p>2.1.3. The Committee will conduct a review of all current service projects to determine whether they meet the Rotary Standards and Areas of Focus, as well as local, District, and/or international needs.</p> <p>2.1.4. The Committee will prioritize all current activities with two criteria in mind: (a) members believe our highest Club priorities are initiatives regarding education, youth activities, and hunger; and (b) members believe the Club is overextended with the number of projects in which we are involved.</p> <p>2.1.5.: The Committee will recommend to the Board and the Membership current activities that should be expanded, maintained, reduced, or discontinued.</p>
<p><u>Objective and Measure</u></p> <p>Objective 2.2. Look for new opportunities for service projects.</p> <p>Measure: The Board and Membership will hold a vote on adopting any new proposed service projects.</p>	<p><u>Tactics</u></p> <p>2.2.1. All members will continually engage community leaders, Rotary speakers, local organizations, and other sources of information to be aware of changing unmet needs within the community as a means of identifying new service projects.</p> <p>2.2.2. All new service project ideas presented to the Club will be referred to the Service Projects Committee for evaluation.</p> <p>2.2.3. The Committee will report to the Board and the Membership their evaluation of the need, feasibility, and scope of any new project idea and their recommendation for or against establishing the project.</p>
<p><u>Objective and Measure</u></p> <p>Objective 2.3. Continually strengthen the Club’s fundraising efforts.</p> <p>Measure: The Board and Membership will hold a vote on which fundraising activities to continue each year and on any new proposed fundraisers.</p>	<p><u>Tactics</u></p> <p>2.3.1. The President will establish a Finance Committee, chaired by the Club Treasurer, with the responsibility of evaluating and making recommendations on the Club’s income and expenditures.</p> <p>2.3.2. The Committee will conduct an evaluation of the Club’s current fundraising projects and make recommendations to the Board and Membership regarding each project’s return on investment and sustainability.</p> <p>2.3.3. The Committee will evaluate and make recommendations regarding new fundraising opportunities (e.g., participation in Blessing of the Combines has been suggested).</p> <p>2.3.4. The Committee will explore opportunities for fundraising activities that could be conducted in conjunction with other local organizations (e.g., Lion’s club).</p>

Goal 2: Focus and increase our humanitarian service

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 2.4. <i>Maintain active District engagement.</i></p> <p>Measure: <i>Secure and implement a District Grant project every year.</i></p>	<p>2.4.1. The President will brainstorm with Club members on ideas for a District Grant application each year and create an ad hoc committee to develop and submit a District Grant proposal. This will include a consideration of options to collaborate with other clubs on District or international projects.</p> <p>2.4.2. The Service Projects Committee will identify and prioritize the service opportunities provided by the District and propose to the Board and Membership the District activities best suited for participation by our Club.</p> <p>2.4.3. Interested Club members will be encouraged to serve on District Committees and to attend Rotary Leadership Institute (RLI) courses.</p>

Goal 3: Enhance public image and awareness

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 3.1. Promote awareness of the Club’s activities through print and social media.</p> <p>Measure: Compile an annual report on the number of social media posts, press announcements and Rotary Reminders articles; track the number of print and online media stories that resulted from press announcements; track social media data and website traffic reports; include any feedback from new volunteers, speakers, and/or members who cite how they learned about the Club.</p>	<p>3.1.1. Post photos and short descriptions of Club events and meetings with featured speakers on the Club’s Facebook page; share the posts with “Neighbors of Snow Hill” and other local groups through social media; include posts that are both reports of past events and invitations to participate in future events.</p> <p>3.1.2. Set up a Snow Hill Rotary YouTube page and post videos of Club events and meetings when appropriate.</p> <p>3.1.3. Use social media to invite members of the local community to participate in Club meetings and events.</p> <p>3.1.4. Develop a format for press announcements to be sent to print and online mainstream media sources.</p> <p>3.1.5. Compile a list of media contacts to whom announcements could be sent; include contacts with District and national Rotary media on the list.</p> <p>3.1.6. Renew the SnowHillRotary.org domain registration for another five years.</p> <p>3.1.7. Maintain SnowHillRotary.org as a one-stop source for Club background, membership information, and lists of past and future events; add a section to the website on the Club’s history; include the website address on all printed materials.</p> <p>3.1.8. Encourage members and volunteers to wear Rotary gear (t-shirts, hats, aprons) at public events staffed by the Club; share the link to the vendor (Russel Hampton) that sells Rotary gear via the website and emails to Club membership.</p>

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 3.2. Build and sustain partnerships with other community organizations to increase our visibility.</p> <p>Measure: Successfully establish an ongoing partnership with another community organization to work together at a community event by 2023.</p>	<p>3.2.1. Continue partnerships with Furnace Town (Iron Furnace Fifty) and the Chamber of Commerce (Independence Day, Christmas Market).</p> <p>3.2.2. Identify another community organization with whom we could partner on a public event (e.g.: the food service at the Independence Day Celebration could be expanded through such a partnership).</p> <p>3.2.3. Convene a meeting of leaders of local community groups (Lions, Optimists, other Rotary clubs, etc.) with the objective of scheduling a county-wide event that would include the members of all groups involved.</p> <p>3.2.4. Maintain volunteer and financial support for the Snow Hill Food Pantry.</p>

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 3.3. Explore 501-c-3 status for the Club.</p> <p>Measure: Document what was learned about 501-c-3 status; begin the application process if it is determined by the Club to be a worthwhile endeavor.</p>	<p>3.3.1. Identify a Club member to lead the research on the process of obtaining 501-c-3 status.</p> <p>3.3.2. Share information with the Club about the benefits of obtaining the status and the amount of work and/or expense that would be involved.</p>

Goal 4: Support local economic development

<u>Objective and Measure</u>	<u>Tactics</u>
<p>Objective 4.1. Identify an unmet economic need within the community that our Club could address.</p> <p>Measure: Identify and gain approval for the economic development project by the end of the 2020-2021 Rotary year.</p>	<p>4.1.1. Members will gather data from a variety of sources (census, town government, etc.) to identify various unmet economic needs in the community (e.g., commercial district revitalization; new job and business creation; environmental protection).</p> <p>4.1.2. The Service Projects Committee will evaluate the data and research the various local economic initiatives already in progress to determine their status.</p> <p>4.1.3. Based on the Club’s resources and talents, the Committee will identify an unmet need (either a new project or a project already underway) that would benefit from action by our Club and submit the idea to the Board and Membership for approval. (e.g.: An electric vehicle charging station has been suggested.)</p>
<p>Objective 4.2. Establish a partnership and plan to address the identified unmet need.</p> <p>Measure: Establish the partnership and plan and complete the project by the end of the 2021-2022 Rotary year.</p>	<p>4.2.1. Identify one or more local organizations willing to partner with our Club to solve the identified unmet need.</p> <p>4.2.2. Determine the resources that our Club and the partner organization(s) can contribute to solving the problem.</p> <p>4.2.3. Develop a plan which identifies the goals, responsibilities, timeline, and costs for each of the members of the partnership.</p> <p>4.2.4. Execute the plan within the identified timeframe.</p>