**UNIVERSITY DISTRICT ROTARY CLUB 2019-2022 STRATEGIC PLAN**

**OUR PURPOSE**

We the University District Rotary Club exist to fill unmet community and world needs by combining our diverse talents and skills to be positive agents for change. We are BETTER TOGETHER!

Focus Area: Our Club

Goal: To bring in new members, and net 5 new members per year, for a total of 15 net new members by June 2022.

Focus Area: Our Community

Goal: Develop a strategy to address homelessness in the University District and associate with a U District nonprofit partner, expert in the field, and endeavor to raise up to One Million Dollars to potentially include a Global Grant by June 30, 2022.

Focus Area: Our World

Goal: Develop and implement a district matching grant for a major international project focused on youth and education--one a year for the next three years.

**UNIVERSITY DISTRICT ROTARY CLUB 2019-2020 ACTION PLAN**

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| **Overall Goal,** **Desired Outcome** | **Focus Area: Our Club**Goal: To bring in new members and net 5 new members per year for a total of 15 net new members by June 30, 2022 |
| **Time Frame***When do you think, you will reach this goal?* | June 2022 (See Strategic Plan 2019-22) |

| **Strategies***What are the approaches you will use to achieve the goal?*  | **Activities/Participants***Within each strategy, what are the major activities or tasks that will need to be carried out? What groups or committee will need to be involved with each?* | **Who is Responsible?** *Consider who will need to be the lead on ensuring that this strategy is carried out and reported out.*  | **Outputs***What will each activity yield? E.g., the number of people who attended an event, the number of events, the materials developed, $$ secured...*  |
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| **Develop a committee to manage our Social Media**. Invite outside consultation if necessary**Every member invites 1 guest per quarter to a meeting and/or service projects.**-set up ritual of members inviting guests 3rd Friday of every month-Club will pay for lunches unless Rotarian would rather.**Quarterly Membership Happy Hour**-Sign in list at event-Inviting Rotarian will follow up.-Weekly newsletter will be e-mailed to all guests.Create Rotary evening meeting on Tuesday evening from 5:30-7:00 pm (time to be determined) one time/month to create flexibility | **Public Relations and Social Media sub-Committee****Membership Committee****Membership Committee, Dave Spicer and Basant Singh****Follow up to make sure Rotarians reach out to guests****Develop meeting format/possible short program involving vocational talks of Rotarians****Board/PR/Membership**  | **Marella Alejandrino****Basant Singh/Judy Lovelace****Lisa Latchford****Basant Singh****Paula Laschober will send out newsletter****Ed Sider** | **Guests and prospective members, other targeted individuals, will receive Club Bulletins and other social media that shares about speakers and events****Every member invites up to 4 guests by June 2020****8 new members join our club by June 2020.****Club members (who have difficulty making noon meetings) hopefully will attend with guests/prospective members during evening meetings**  |

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| **Explore the needs and possible solutions for the homeless situation in the University District.** | **A specific new Task Force committee headed up by 4-6 Rotarians with backgrounds in social services, real estate, raising money, familiarity with homeless issues as well as someone from U District Partnership** | **Terry Cicero/Maureen Ewing/David Black have all agreed to be on Task Force/Need Chair****Someone from UD Partnership might also be on TF****Paula Laschober and possibly Rosemary Aragon could help on RI Global Grant** | 1. **Establish relationship with 1 or 2 nonprofit organizations focused on homelessness in University District.**
2. **Develop a plan and letter of Intent between UDRC and nonprofit re homeless initiative in University District/Magnuson by June 30, 2020.**
3. **Begin exploring various funding options including Global Grant**
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| **Overall Goal,** **Desired Outcome****Overall Goal, Desired Outcome** | **Focus Area: Our World**Goal: Develop and implement a district matching grant for an international project focused on youth and education—one a year for the next three years. |
| **Time Frame*****When do you think, you will reach this goal?*** | June 2022 (See Strategic Plan 2019-22) |

| **Strategies***What are the approaches you will use to achieve the goal?*  | **Activities/Participants***Within each strategy, what are the major activities or tasks that will need to be carried out? What groups or committee will need to be involved with each?* | **Who is Responsible?** *Consider who will need to be the lead on ensuring that this strategy is carried out and reported out.*  | **Outputs***What will each activity yield? E.g., the number of people who attended an event, the number of events, the materials developed, $$ secured...*  |
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| **Explore major matching education and youth grant ideas with potential partners in other countries.****Consider collaborating with Rotary Club where we have history of partnering on prior ISC projects****Consider possible subsidy for Rotaract member to go on ISC trip** | **International Service Subcommittee** | **Paula Laschober**  | **A major education youth grant is funded and implemented each year** |