



# Harbor Country Rotary Club

## Strategic Plan

JANUARY 2023

### EXTERNAL GOALS

#### 1. Community building

##### **Bridge the gap**

Maximize impact by developing relationships with other area nonprofit groups and cultivate goodwill by engaging citizens across the economic, political, and social spectrum.

##### **Listen**

Ensure Rotary projects fulfill needs for both members and the community.

#### 2. Environment

##### **Model stewardship**

Continue to create awareness of the ramifications of our choices on the environment while fostering greater appreciation for a more verdant planet.

#### 3. International involvement

##### **Think global**

Create awareness and support the international goals of Rotary International.

#### 4. Social welfare

##### **Act local**

Continue to focus on projects that address the immediate needs of financially challenged members of the community.

#### 5. Youth & education

##### **Promote literacy & learning**

Strengthen the education of local students by supporting teachers and students with materials, volunteer tutoring, and supplies.

### INTERNAL GOALS

#### 1. Development

Continue to fundraise by maintaining current donors, cultivating new donors, and obtaining grants.

#### 2. Diversity

Increase diversity among membership and, through programs and speakers, educate and raise awareness of diverse perspectives.

#### 3. Fellowship

Retain current members and increase membership by creating a strong sense of fellowship.

#### 4. Social media & PR

Broaden our reach through social media and public relations.

#### 5. Organizational operations

Increase awareness of leadership opportunities and cultivate future club leaders.