**ROTARY CLUB OF MATTOON**

 **2023-2025 Strategic Plan**

**Approved by Board June 7, 2023; Presented to Club June 28, 2023**

This document summarizes the outcome of addressing the 2022-2023 Club Goal: *Update Strategic Plan integrating information learned from club assessment and other learning opportunities. Engage new members in future planning.* The foundation for planning was the Club’s vision and action items defined in April 2016 and updated in April 2021. As noted at that time, the plan was established as a living document to be reviewed, measured and modified on a regular basis. The 2016 plan included the following vision statement which remains unchanged: “*The Mattoon Rotary Club is a friendly and exciting service club that makes a true difference in our community and is a driving force in the Mattoon area educational process”*

The 2023 process utilized feedback from two RI membership assessment tools: 1)“Club Health Check – Recommendations for Best Practice”, completed by the Club Board, and 2) “Club Experience – Member Satisfaction Survey”, completed by Club members..

**PLAN AREAS OF FOCUS/ACTION ITEMS**

*(Presented in accordance with the four pillars of an effective Rotary Club: Membership, Programs, Projects, Fundraising)*

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| **AREAS OF FOCUS/ACTION ITEMS** | **BOARD DIRECTOR LEADS** |
| ***MEMBERSHIP*** | **Membership** **Public Relations** |
| Increase Club visibility in the community to recruit new members* Create map of all areas in community that Rotary reaches/master list of projects and activities
* Find opportunities to serve as “Welcome Wagon” for new community businesses/members
* Engage community members/groups as Friends of Rotary/Community Corps
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| Engage new members* Increase engagement of committees in completing club work
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| Establish Corporate Memberships * Approach local organizations with opportunity
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| Enhance Club image by relocating Club meetings into business innovation community* Consider permanent and temporary meeting locations
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| ***PROGRAMS*** | **Club Service & Administration****Public Relations****and Co-Chairs for Program Committees**  |
| Develop and maintain ongoing list of programs. * Post on website and/or DACdb
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| Develop guidelines/suggestions for monthly program committees* Aid in variety and content
* Seek to learn about community businesses
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| Implement regularly-scheduled vocational talks* Members and guests
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| Highlight histories of individual Club members* Member talks at meetings
* Member focus on website and newsletter
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| Implement programs specific to Club’s commitment as a Peacebuilder Club* Plant at least one peace pole
* Collaborate with community organizations to host information sessions/discussions
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| ***PROJECTS*** | **Community Service****Youth Service** |
| Engage in community events as a group* Parades (July 4, Bagel Fest, Christmas), benefit walks, Trunk-or-Treat
* Utilize branded tent – distribute water/supplies
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| Partner with other clubs in the community to implement service projects* Kiwanis, Exchange, Lions
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| Collaborate with LIFT* Establish ongoing vocational/leadership focused project
* Identify opportunity to establish Interact Club
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| Implement Four Way Test curriculum in schools* Determine how it can support Leader In Me
* Collaborate with BIONIC and/or LIFT
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| Rotary Youth Exchange – Update RYE team * Support student For 23-24
* Establish and recruit for 24-25
* Consider Youth Exchange Scholarship
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| ***FUNDRAISING*** | **Club Service & Administration****Public Relations****Rotary Foundation** |
| Determine new focus for Comedy Night following full funding for Heart Scan* Identify another community need
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| Rebrand Insert – Making A Difference/Annual Report* Utilize beyond JG-TC and Chamber newsletter to sell additional ads (online ads/links)
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| Implement one-time major fund-raiser to raise funds for sports complex commitment* Consider TOAST of a community member benefitting a local non-profit
* Consider fun event like a “lobster boil”
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| Update Rotary Band Shell* Use for fund-raising event
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Fundraising must include $10,000 commitment to Emerald Acres Sports Connection ($6,000 from Reserve; Raise $2,000 in FY24; $2,000 in FY25).