**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)*

|  |  |
| --- | --- |
| **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 |
| Engage new members   * Increase engagement of committees in completing club work |
| Establish Corporate Memberships   * Approach local organizations with opportunity |
| Enhance Club image by relocating Club meetings into business innovation community   * Consider permanent and temporary meeting locations |
| ***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 |
| Develop guidelines/suggestions for monthly program committees   * Aid in variety and content * Seek to learn about community businesses |
| Implement regularly-scheduled vocational talks   * Members and guests |
| Highlight histories of individual Club members   * Member talks at meetings * Member focus on website and newsletter |
| 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 |
| ***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 |
| Partner with other clubs in the community to implement service projects   * Kiwanis, Exchange, Lions |
| Collaborate with LIFT   * Establish ongoing vocational/leadership focused project * Identify opportunity to establish Interact Club |
| Implement Four Way Test curriculum in schools   * Determine how it can support Leader In Me * Collaborate with BIONIC and/or LIFT |
| Rotary Youth Exchange – Update RYE team   * Support student For 23-24 * Establish and recruit for 24-25 * Consider Youth Exchange Scholarship |
| ***FUNDRAISING*** | **Club Service & Administration**  **Public Relations**  **Rotary Foundation** |
| Determine new focus for Comedy Night following full funding for Heart Scan   * Identify another community need |
| Rebrand Insert – Making A Difference/Annual Report   * Utilize beyond JG-TC and Chamber newsletter to sell additional ads (online ads/links) |
| 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” |
| Update Rotary Band Shell   * Use for fund-raising event |

Fundraising must include $10,000 commitment to Emerald Acres Sports Connection ($6,000 from Reserve; Raise $2,000 in FY24; $2,000 in FY25).