

**Board Strategic Planning
October 10, 2020**

What do we need to be doing differently?

Vision: To be *the* premier service and professional organization in Fishers, IN, engaging membership representative of our city to leave a positive and lasting impact in our community and abroad.

Mission: We are business leaders and community members joined to serve our community through fundraising and service projects that reflect the passions and strengths of our membership and meet the needs of our community in a positive and sustainable way.

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Fishers Rotary Club Identity and Purpose

What is our uniqueness? What is our purpose? What makes us stand out? How do we engage the community to make a difference, to be relevant? To make a bigger impact? To be known? What do we want to be known as?

Centered on kids! Serving our community.

Discussion: We know our strengths are in the Rotary Foundation, in our members who have successfully led great work in the community, in the way we have been able to solve problems and get things done. Service above self is in our DNA. We also remember that our club's history is rooted in serving teachers and students, serving youth. Today, we may be known only as 'volunteers for a fee' or the 'people who park cars.' Our service is fragmented. Perhaps this is why we have not grown as a club, along with the City? A tightened-up purpose would provide continuity year-to-year.

Decision: Therefore, we affirm our commitment as a "youth-centric" service organization. The Fishers Rotary Club is centered on kids, serving the community. What does this tightened-up focus look like?

- Current service/fundraisers: Greater effort and intentionality in including youth with us in everything we do.
- Future service/fundraisers: Identify needs within the community that specifically impact youth. Identify work already being done to develop youth and come alongside to partner.
- Decisions going forward will be made through the lens of our purpose to impact youth. We now recruit and mentor members who share this purpose.

Action: Build out this youth-centered messaging. Be present where community's youth needs are discussed.

- Speak it in meetings. Happy bucks can showcase youth service/involvement.
- Top of the website.
- Feature in Think Fishers magazine – monthly or regular "spotlight"
- Presence at School Board Meetings, City Council meetings, etc. to be made aware of needs.

Follow-up to-do's:

1. Get the school board meetings and city council meetings on the FRC board calendar/agenda. Cycle through board membership for each member to take a turn attending.
2. Assign Think Fishers lead
3. Work with Mark on website updates
4. Re-iterate purpose at every meeting – what does this look like? Contribute ideas to Jim.

We are committed that our service will be focused on serving and including youth.

Fishers Rotary Club Membership

Why isn't the Membership Chair an elected annual position? Why can't we get more than 30 engaged members? How can we better recruit? What could mentoring for members look like? Is there anything we should change about our meetings? How could we improve our social/fun activities? How do we successfully transition leadership?

Membership is everyone's responsibility.

Discussion: Having a clear purpose makes recruiting possible and effective. Yet we've been trying to grow membership just because we think growing membership is what we need to do. Also, recruiting is only as effective as the on-boarding process that follows it. 25% of our club are in the 1-3 year membership tenure range. 40% of 1-3 year members leave. The number one reason people stay is relationships. Finally, a scarcity mindset may hinder us if we are unaware of it. Could we think larger in terms of potential members (CEOs/Presidents of businesses) who are looking to make an impact on the youth in this community? Could there specifically be something tied to Hub&Spoke?

Decision/Action: Include Membership Chair "new member process" in President-Elect role. (This involves tapping shoulders to fill 3 membership committee functions.) Consider finding a way to have round tables again at meetings. On the new member application, add survey to assess interest in a specific project we currently do.

Answering the question, "**What do we need to do differently to make membership everyone's responsibility? Or to make our membership better?**" Listed in rank order:

1. Celebrate our accomplishments – members and their contributions (11 votes)
2. Member spotlight – like a classification talk, only about their passions. Similar feel to the video for 9/11. (8)
3. Every new member gets a champion, a different person from their sponsor. The champion gives a happy buck because of something they learned about the new member, includes them in service/fundraiser projects, introduces them to other members, takes them out to coffee, etc. (6)
4. Brand awareness/swag. Now that we have a tightened purpose for our service, we can develop this. (5)
5. Identify good potential members and provide a personal ask. (4)
6. Sit at round tables. (4)
7. Add "what does membership look like?" to the website – typical things our club does. (2)
8. Regular new member update by President Elect (1)
9. Cultivate culture through family day out, picnics, anything to break down cliques. (1)
10. Enhance engagement outside of meetings. (1)
11. Broaden the focus of membership beyond recruiting. (1)
12. Survey club, to re-engage the club (1)

Other ideas that did not receive a vote:

Incorporate membership items in meetings, Get to know you game at a meeting, Actively seek out like-minded people, One meeting/month for "getting to know your club members," Bring a friend to the reason you stay, Reach out to existing members who haven't attended in a while, More emphasis on RLI, Talk about what we can do if we grow

Fishers Rotary Club Fundraising – To Be Addressed at Future Board Meetings

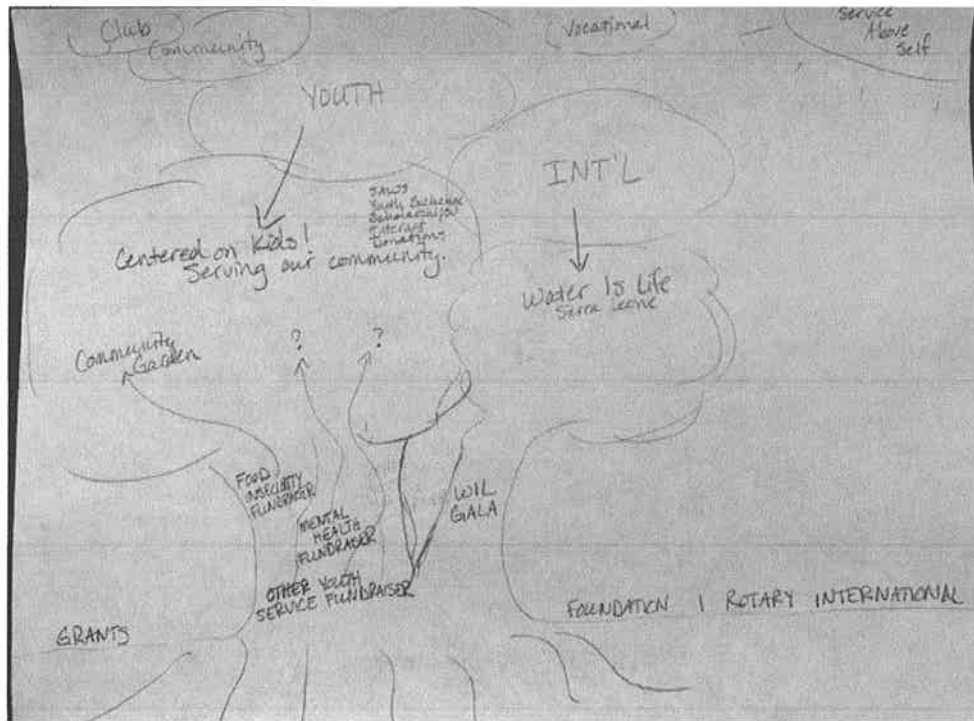
What do we keep doing, what do we change? How do we align fundraising with our purpose?

Existing fundraising:

- Parking for the City (concerts, fall events, agripark events)
- Membership ask
- WIL Gala – WIL project in Sierra Leone only
- Golf outing – mental health initiative

- District grants for Community Garden
- Foundation match for WIL

Question: Do we tailor fundraising efforts specific to impacting youth in various verticals? The “trunk” of the tree would have a branch for food insecurity, a branch for mental health, a branch for “other” youth service, and a branch for international children through WIL? In this way, any given fundraiser is pointed to a specific initiative. “Branded” so to speak.



Of the areas of focus of Rotary International (represented by clouds), we identify with serving youth both locally and abroad.

Fundraising used to be general (represented by the trunk), just raising money to support any number of branches or fruit on the tree, some of them yet to be determined at time of fundraising. Perhaps now the fundraising could be more targeted for more targeted branches? A “meeting food insecurity for our kids” fundraiser. A “supporting the mental health initiatives of our community and especially for our kids” fundraiser. Etc.

Fishers Rotary Club Service/Donations – To Be Addressed at Future Board Meetings

What do we keep doing, what do we change? How do we refine current service to match our purpose? Should we have a big local event that is sustainable (like WIL) only for our local efforts? How do we measure success? Why aren't we measuring successful goals? Do we have goals each year? Why not?

Existing service:

- WIL – digging wells in Sierra Leone
- Contribute to eradicating polio
- Community Garden
- SAWS
- Youth Exchange (? Are we still involved in this?)
- High School Interact Clubs

Existing donations:

- High school scholarships
- Semi-annual periods of non-profit donations
- Partnership with Ascent 121 (is this financial only?)

Question: Do we ask current committee chairs to set goals, generally, and specifically for impact to youth? To show the intended impact to our community's children?

Fishers Rotary Club Technology – To Be Addressed at Future Board Meetings

Learn F.
Fishers MAP
Parking

Community Outreach

108 Members

But 20-30
Workers.

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Club Identity

1. What makes Rotary stand out from Kiwanis or other groups? (What is our uniqueness?) How do we build on that?
2. How do we engage the City? To make a bigger impact? To be known? To increase membership? To make a difference? To be relevant?

25 People

Membership (Kid Centric) Committee w/ Committee Sub/Chair.

1. Why isn't the membership chair an elected position that changes every year? Tyler
2. Why can't we get more than 30 or so engaged members? New topics? Speakers? Events? Fundraising?

2011-100
109
108
2019-108

Recruiting → Retention - BOARD of Director Role, → MENTOR.

Should we be engaging businesses and how? Should we take a 7:00am muni center meeting and roam the city? Tap on doors? What would we need to do in order to make this a success?

THIS is my family, my church & I belong.

Mentoring

What could mentoring for members look like?

w/ps clubs

- onboarding
- Training
- Socializing
- Retention

Social

What fun activities are we not doing? Why not? Social and extracurricular.

Meetings

What do we keep doing, what do we change? - Speakers

Leadership

How do we successfully transition leadership?

Fundraising

Ty - Come to BOARD MEETING: Support →

Ty Colts:
Michael Baden
All clubs

What do we keep doing, what do we change?
How do we align with our focus, our purpose, our identity?

Service

What do we keep doing, what do we change?
Should we have a big local event that is sustainable like WIL? Why not here?
(Like golf)—need a leader for this.

How do we measure our success? (Why aren't we measuring successful goals?). Do we have goals each year? Why not?

Technology

Virtual along with live. How should we jump on board with this? What are we missing? Online payments and giving?