

# Fishers Rotary Three-Year Strategic Plan

January 2024

## *Serving our community!*

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

**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.

*The purpose of this plan is to guide the decisions and actions of the Fishers Rotary Board of Directors and the membership of the Club. If this is to be a dynamic document, it should be reviewed annually with attention given to its relevance and accuracy.*

1. We affirm our commitment as a community centric service organization, employing the following strategies:
  - a) Promoting and supporting programs and efforts to improve the mental and physical well being of all members of the community;
  - b) Promoting an effort to include youth in our planning and activities;
  - c) Examining participation in Rotary Youth Exchange;
  - d) Exploring Interact Programs at both high schools;
  - e) Partnering with existing high school service clubs;
  - f) Sustaining the sponsorship of RYLA and student scholarships by inviting the participating students back to report on the impact of the respective Rotary programs.
  - g) Assigning liaisons with the school board and city council to stay abreast of emerging youth related needs.
  
2. We affirm that club membership is everyone's responsibility, and to this end, we will employ the following strategies:
  - a) Assigning recruitment ambassadors to reach out in their networks to connect and recruit new members;
  - b) Leveraging service projects and initiatives to promote recruitment and welcoming of new members;
  - c) Celebrating our members' achievements at weekly meetings;
  - d) Assigning to every new member a champion, whose responsibility is to:
    1. Introduce the new member to other members;
    2. Learn about the new member;
    3. Include the new member in fundraisers and service projects.
  
3. We affirm the significance of mission and Club promotion, and to this end we will employ the following strategies:

- a) Creating and/or updating one-page information sheets promoting Rotary and the value of membership;
  - b) Participating in community celebrations and activities, such as Club Day at the Farmers Market, Spark Fishers, etc.;
  - c) Examining and adopting fundraising opportunities that promote Rotary;
  - d) Adopting an organizational membership feature that advances the concept of “service above self” for local businesses and institutions.
  - e) Partnering with other organizations that offer the possibility of legacy projects.
4. We affirm our commitment to supporting the annual goals of Rotary International through the following strategies:
- a) Challenging our leadership to promote a balance of local and global projects;
  - b) Maintaining the commitment to the following programs while assessing their value and the Club’s ability to support them:
    - 1. SAWS, (Servants at Work)
    - 2. Water is Life,
    - 3. ShelterBox,
    - 4. RYLA, (Rotary Youth Leadership Awards)
    - 5. Scholarship Distribution,
    - 6. Golf Outing for Mental Health,
    - 7. Peace Project,
    - 8. PolioPlus.