



Strategic Plan July 2024 to June 2029

Adopted by Board of Directors: March 13, 2024

Strategic Plan Executive Summary:

The Rotary Club of Marietta's vision statement underscores a future where interconnectedness fosters values of harmony, growth, and collective well-being, driving impactful projects locally and internationally. To realize this vision, the club has outlined four strategic priorities.

Strategic Priority 1: Focuses on enhancing community impact through collaborative service projects, emphasizing inclusive project development, alignment with international initiatives, community empowerment, technology integration, measurable impact assessment, and member engagement.

Strategic Priority 2: Aims at enhancing Rotary membership through strategic connections and engagement, advocating for networking, collaborative service, strategic partnerships, personalized member engagement plans, continuous training, and recognition of contributions.

Strategic Priority 3: Targets strengthening Rotary's stewardship for sustainable impact, with a focus on financial stewardship, fundraising excellence, member stewardship, and community engagement to ensure long-term sustainability and impactful community development.

Strategic Priority 4: Centers on enhancing Rotary's public image by showcasing humanitarian projects, community engagement, youth programs, global impact efforts such as the End Polio Now campaign, member stories, and volunteerism to position Rotary as a leading global service organization.

By strategically implementing these priorities, the Rotary Club of Marietta seeks to fortify its role as a positive force for change, fostering a thriving community that makes a lasting impact on communities worldwide.

Note to Club President and Board: The strategic plan is designed as a framework for each president and board to develop their annual action plan. It is recommended the president present in July or August to the full membership their action plans to make progress toward successfully achieving strategic objectives including how success will be measured. It is advised the president provide a mid-year update on their action plans in January and final update concerning their goals in June.

Vision Statement

The Rotary Club of Marietta envisions a future where the strength of our connections allows positive values to flourish, in which a culture is shaped that fosters harmony, growth, and collective well-being, enabling us to engage in impactful projects that enhance our local community and contribute to the betterment of our nation and world.

Strategic Priorities

Strategic Priority 1: Enhancing Community Impact through Collaborative Service Projects

Objective: To strengthen Rotary's commitment to community service by fostering collaboration and implementing impactful service projects that address local and global needs.

Key Points:

1. Collaborative Project Development:

- Facilitate the formation of diverse and inclusive project teams comprising Rotary members, local community leaders, and other stakeholders.
- Encourage joint planning sessions to identify pressing community needs and develop innovative service projects that leverage the collective expertise and resources of the participants.

2. International and Local Alignment:

- Foster a strategic approach that aligns local service projects and programs with international initiatives supported by Rotary International.
- Ensure that local projects contribute to Rotary International's overarching goals, emphasizing sustainable and scalable solutions that make a lasting impact.

3. Empowering Communities:

- Prioritize projects that empower communities by addressing their unique challenges and building on their strengths.
- Implement capacity-building initiatives alongside service projects to enhance the self-sufficiency and resilience of the communities being served.

4. Technology Integration:

- Explore and leverage technology to streamline project management, communication, and impact assessment.
- Embrace digital tools for effective collaboration among Rotary members, project partners, and the communities, ensuring efficient and transparent project execution.

5. Measurable Impact and Reporting:

- Establish clear metrics for measuring the success and impact of service projects.
- Implement a robust reporting system to track progress, share success stories, and identify areas for improvement, promoting accountability and transparency within the organization.

6. Member Engagement and Recognition:

- Encourage active participation of Rotary members in service projects through awareness campaigns and continuous communication.
- Recognize and celebrate the contributions of individuals, fostering a sense of pride and accomplishment within the Rotary community.

By making collaborative service projects a strategic priority, Rotary aims to strengthen its role as a positive force for change, uniting communities and making a meaningful difference in the lives of those in need.

Strategic Priority 2: Enhancing Rotary Membership through Strategic Connections and Engagement

Objective: Cultivate a vibrant and dynamic Rotary community by prioritizing the creation and utilization of meaningful connections, both within the organization and with external partners. This strategy aims to not only increase membership but also to harness the collective power of Rotary members to make a positive impact on communities globally.

Key Points:

1. **Making Connections:**

- Foster a culture of networking within Rotary, encouraging members to establish strong connections with each other.
- Facilitate regular events that promote networking and relationship-building among members.
- Leverage technology to create an online platform that facilitates communication and collaboration among Rotary clubs and members worldwide.

2. **Using Connections to Do Good:**

- Encourage Rotary clubs to collaborate on service projects, leveraging the diverse skills and resources within the organization.
- Establish strategic partnerships with external organizations and entities that align with Rotary's mission and values.
- Create a system for sharing best practices and success stories, showcasing how connections within Rotary lead to impactful community service.

3. **Keeping Members Engaged:**

- Develop and implement personalized engagement plans for members based on their interests, skills, and availability.
- Provide continuous training and development opportunities to keep members informed and inspired.
- Recognize and celebrate the contributions of members, fostering a sense of belonging and pride within the Rotary community.

By prioritizing making connections, utilizing those connections for positive impact, and keeping members engaged, Rotary aims to create a thriving and interconnected community that not only attracts new members but also maximizes the collective potential of its existing membership for the betterment of communities worldwide.

Strategic Priority 3: Strengthening Rotary's Stewardship for Sustainable Impact

Objective: Maintain and strengthen financial sustainability over all for all Rotary programs, enhance fund raising opportunities to support programming and service projects and provide impactful membership development to ensure strong member engagement.

1. **Financial Stewardship:**

- Implement transparent financial management practices to ensure accountability and build trust among members and stakeholders.
- Prioritize responsible budgeting and resource allocation, emphasizing long-term sustainability over short-term gains.
- Establish mechanisms for regular financial audits and reporting to maintain a high standard of fiscal responsibility.

2. **Fundraising Excellence:**

- Diversify fundraising efforts to reduce dependency on a single source of income, ensuring financial resilience in the face of economic uncertainties.
- Develop targeted fundraising campaigns that align with Rotary's mission and resonate with donors, emphasizing the impact of their contributions on community development projects.
- Leverage technology and innovative strategies to optimize fundraising efficiency and reach a wider audience of potential supporters.

3. **Stewarding Members:**

- Nurture a culture of active engagement and participation among Rotary members, fostering a sense of ownership and commitment to the organization's mission.
- Provide ongoing training and development opportunities to empower members with the skills and knowledge needed for effective stewardship roles.
- Recognize and celebrate the contributions of members, reinforcing a positive and collaborative community within Rotary.

4. **Enhancing Community Engagement/Relationships:**

- Foster meaningful partnerships with local communities, NGOs, and businesses to maximize the impact of Rotary initiatives.
- Implement targeted community outreach programs that address specific needs and concerns, ensuring Rotary remains responsive to the evolving priorities of the communities it serves.
- Utilize communication channels and technology to enhance engagement, share success stories, and demonstrate the tangible outcomes of Rotary projects.

By prioritizing financial stewardship, fundraising excellence, member stewardship, and community engagement, Rotary can fortify its position as a responsible and impactful organization dedicated to positive change. This strategic focus will not only ensure the sustainability of Rotary's mission but also strengthen its ability to make a lasting difference in communities worldwide.

Strategic Priority 4: Enhancing Rotary's Public Image

Objective: Position Rotary as a leading global service organization by leveraging print and electronic media to effectively communicate the impactful contributions and activities of Rotarians.

Key Points:

1. **Showcasing Humanitarian Projects:** Emphasize Rotarians' involvement in impactful humanitarian projects locally, nationally and worldwide. Highlight initiatives related to health, education, clean water, and community development. Use compelling stories, images, and testimonials to illustrate the positive change Rotary brings to communities.
2. **Community Engagement and Partnerships:** Demonstrate Rotary's commitment to community engagement by showcasing partnerships with local organizations, businesses, and governments. Illustrate how these collaborations lead to sustainable projects that address community needs and foster positive change.
3. **Youth Programs and Leadership Development:** Feature Rotary's youth programs and leadership development initiatives. Showcase the impact of programs like ,Interact and Rotaract, in empowering young leaders and making a difference in their communities.
4. **Global Impact and Disaster Response:** Highlight Rotary's global reach in responding to disasters and emergencies. Showcase the organization's rapid and effective response mechanisms, emphasizing the support provided to communities during challenging times and Rotary's commitment to disaster relief.
5. **Rotary's End Polio Now Campaign:** Feature Rotary's ongoing efforts to eradicate polio globally. Emphasize the organization's historic role in the fight against polio and the progress made toward a polio-free world. Use success stories and updates to engage the audience in supporting this critical initiative.
6. **Member Stories and Volunteerism:** Showcase individual Rotarians and their personal stories of volunteerism. Illustrate the diverse backgrounds and experiences of Rotary members, emphasizing the collective impact of their volunteer efforts and the difference they make in communities.

By strategically emphasizing these key points through print and electronic media, Rotary aims to enhance its public image, increase awareness of its impactful projects, and inspire others to join the global movement for positive change.