Chattanooga Downtown Rotary

Strategic Plan 2021-2025

Club Characteristics:

1. Large size
2. Less than adequate diversity and more than adequate inclusion
3. Excellent programs
4. Excellent member engagement
5. Generous to the community and club projects
6. Service Oriented

Vision Statement

The Chattanooga Downtown Rotary Club seeks to grow its membership to include a variety of business leaders as well as community leaders. It further plans to be attentive and sensitive to a membership that is diverse in every area. We live this mission by having a variety of excellent speakers at meetings and offering opportunities to serve in ways that benefit a broad population of the community.

Organizational Strengths, Opportunities, Aspirations, and Results

Strengths: Member retention, strong reputation for charitable giving, unique insights into important issues facing our community based on timely and informative programs, club longevity, reputation, great networking opportunities

Opportunities: Review committee assignments (and update if appropriate), attract younger members, become more personally involved in community projects, collaborate with other local Rotary clubs.

Aspirations: Serve as ambassadors for Chattanooga, play a role in resolving issues facing our city, marketing and communications efforts to tell of our good works, great speakers every meeting.

Results: Help build community leaders, known for our community impact, more diversity of members, collaborative community problem solvers.

Strategic Priorities:

Relevance as an organization

Club membership growth

Intentional diversity and inclusion

Expanded community outreach

Collaboration (mentor program, joint projects in community, sponsorship of projects, etc.)

Goals:

1. Make impactful decisions about weekly speakers, membership requirements, and community involvement
2. Utilize an active recruitment program, club orientation program, and new member mentoring program
3. Set up programs that address issues of interest to females, various ages, and people of color (then have members invite guests to those programs)
4. Set up one or two programs that involve a year-long commitment of hands-on Rotary involvement and communicate progress
5. Work with other local Rotary organizations and district activities to broaden our knowledge and our reach as an organization