

**Fairfield Glade Rotary Club**  
**STRATEGIC PLAN and VISION 2014-15**  
**District 6780**

## **I. MISSION STATEMENT**

The mission of the Fairfield Glade Rotary Club is to implement the four key elements of rotary: (1) sustain and increase membership, (2) implement successful service projects, (3) support the rotary foundation, and (4) develop leaders capable of serving in Rotary beyond the local club level.

## **II. FFG ROTARY CLUB STRENGTHS**

- Good leadership
- Good organization
- Supports Rotary Foundation
- Has standard for excellence
  - Polio Eradicator Award
  - Super Star Club Award
  - Reach For Rotary Award
  - Lacy Bomar Award
  - Globe Club Award
  - Recipient of the President's Citation
- Substantive meetings with quality speakers
- Maintains an informative web site and weekly bulletins
- Facebook account maintained
- Gives special recognition to Paul Harris Fellows and to Members with perfect attendance
- Achieved star club status each of the seven years since the Program began in District 6780
- Maintains strong public relations with the community newspapers
- Significant attendance at district seminars, assemblies and conferences
- Acquired a matching grant for an international project
- Acquired a District Grant for Fairfield Glade Arts Center
- Continues to support local community projects
- Maintains adequate funding to support projects
- Sponsors an Interact Club at Stone Memorial High School
- Developed 3 members to go beyond the club level as leaders in the district
- Values membership diversity

- Had 29 members participate in the Club Vision Session
- Fosters positive contribution from honorary members

### **III. WEAKNESSES**

- Sustaining club membership
- Maintaining full membership participation

### **IV. VISION**

That Fairfield Glade Rotary Club will expand community awareness of our club's mission by focusing on meaningful educational and mentoring programs for local youth and adults, and by sustaining and increasing humanitarian service projects to help citizens of all ages in the community.

### **V. MAINTAIN AND INCREASE MEMBERSHIP**

- A. Coordinate a membership drive every year
  - Held the first open house membership drive 2013-14
  - Began alternating luncheon and evening meetings 2013-14
- B. Acquire at least 6 new members
  - Acquired 9 new members after the Open House 2013-14
- C. Have one cook-out or family fellowship event designated for recruiting
  - Rotarians and guests attended the CC Playhouse and Dinner 2013
  - Multi-boat cruise on Lake Dartmoor 2013-14
- D. Actively recruit spouses and widows as members
- E. Utilize internet to promote membership and community awareness 2012
  - Website set up 2012
  - Created Facebook page 2013
- F. Distribute Rota News by email
  - Rota News is prepared and e-published weekly
- G. Conduct a new member orientation bi-annually
  - Membership orientation held March 2014

### **VI. SUPPORT ROTARY FOUNDATION**

- A. Participate as a key club in the global polio eradication initiative
  - First World Polio Day event with Magdich presentation resulting in a \$5,000 donation 2013
  - Interact Club had Zombie run donating \$500 to Polio Plus

- B. Acquire star club status annually
  - \$100 average donation per member to the Foundation for seven years
- C. Acquire two new Paul Harris Fellows or multi-level PHF's
  - Rotary Foundation Sustaining members -29
  - Paul Harris Fellows -22 , increase of 2
- D. Acquire one new Benefactor for The Rotary Foundation
  - Three current members, one is honorary
  - One Major Donor
- E. Continue practice of using recognition points, as available to encourage giving to the Rotary Foundation
- F. Acquire and/or support applications for ambassadorial scholars 2014-15

## **VII. CONTINUE SUCCESSFUL FUNDRAISING FOR WORTHY PROJECTS**

- A. Establish that Fairfield Glade Rotary Club is a WOW organization
  - Build on the success of Wine on the Plateau for 2014
  - Club purchased two Shelter Boxes from Wine on P. proceeds
- B. Improve membership participation in our two fundraising projects
  - 90% of members participated in W. on P.
- C. Completed paper work for one district simplified grant-2014-2015
  - Our Rotary club added a Handicap Accessible walking trail at the Fairfield Glade Art Center 2013
- D. First LINKS Project (Lonely Instruments for Needy Kids)
  - 11 instruments were collected 2014; plan to repeat
- E. Continue development of sub-committee for New Generations projects
- F. Participated with the Oak Ridge Breakfast Club in the Haiti clean water project-2013-2014
- G. Established a Service Project Committee in 2012
  - Committee completed the above projects and made contributions to local Humanitarian projects with the following groups 2014-15:

Alzheimer Research, Avalon Center, Bread of Life Rescue Mission, Good Samaritan transportation, FFG Resident Services, Helping Hands Ministry, Kids on the Rise, Hospice of Cumberland County, Honor Air Knoxville, FFG Fire Department, Art Guild at FFG, Cumberland County Playhouse, Cumberland County Imagination Library, Friends of Glade Trails, Christian Counseling

## **VIII. SCHOLARSHIP AND EDUCATION**

- A. Had 5 students attend RYLA meeting-2013-2014. Plan to repeat.
  - Interact club purchased one Shelter Box-2013
- B. Sponsor Interact members to attend World Affairs Seminar-2014-15.
- C. Host a student from District 6780 Rotary Exchange Program
  - Our club had one Exchange student speak at our regular meeting-2013
- D. Provide four 4-year scholarships to TN colleges/universities annually
- E. Contribution to TN College of Technology Scholarships annually
- F. Contribution to Rotary Scholarships for Cumberland County annually
- G. Contribution to the Phoenix School Graduation annually
- H. Contribution to Stone Memorial HS Cheerleaders event annually

## **IX. DEVELOP LEADERS BEYOND CLUB LEVEL**

- A. Have the president-elect attend PETS and district assembly
  - Our club's President –elect attended Pets & District assembly 2013
- B. Have committee chairs and /or members, 5 or more total, attend the District Seminar
- C. Have two members attend the district conference
  - The club had four members attend the district conference 2013
- D. Encourage club members to attend the Rotary Leadership Institute
  - Three members have graduated from the Leadership Institute: Geoffrey Fine, Asst. Governor, Paul Wennermark, Wilson Jackson
- E. Actively participate in the District Governor's visit
  - All officers and directors attended the District Governor's meeting
- F. Twenty-nine members participated in the Club Vision meeting

## **X. KEY CHARACTERISTICS OF FUTURE FFG ROTARY CLUB**

- A. Implements social activities among club members with spouses/friends
- B. Promotes cultural awareness in the community through activities such as an international program utilizing the local high schools and colleges
- C. Uses a house sub-committee, under Administration, to consider internal cost issues for the club, i.e., member dues, district dues, and time/place/meals for meetings
- D. Partners with School Board to support Interact and RYLA events
- E. Encourages Ambassadorial Scholars from our area
- F. Implements Job Shadowing with local business