

FG Rotary Strategic Plan and Vision 2019-2023

I. FG Rotary Club Vision Statement

The FG Rotary Club is recognized as one of the leading service organizations in our community, serving as a positive resource for the local community, expanding our humanitarian support and making a difference in the lives of people nationally and internationally.

II. FG Rotary Mission Statement

To provide an environment of fellowship whereby individual members have an opportunity to meaningfully participate as a group to serve the needs of our local community, our country, and our world exemplifying "Service Above Self".

Key Area I: Support and Strengthen the Club

1. Develop strategies to seek member diversity in age, classification & gender
 - a. Initiative: Increase membership to 100 by the year 2025.
 - i. Demonstrate increase of 8-10 members annually.
2. Develop recruiting strategies to attract and invite new members.
 - a. Initiative: Invest in FG Rotary business cards for members indicating meeting information.
 - b. Initiative: Conduct an Open House for attracting new members at least annually.
 - c. Initiative: Create a list that targets specific individuals/businesses as potential Rotarians. Assign a Rotarian for each name on the list and provide quarterly updates as needed.
 - d. Initiative: Have a least one program every year that focuses on networking to allow Rotarian business owners to promote their business.
 - e. Initiative: Develop a one page fact sheet that is easily accessible to all Rotarians so they can leave it behind when they make contact with a potential recruit. Recommended topics to include: (similar to information on the Trifold and Annual Report)
 - i. Rotarian's contact information,
 - ii. Club demographics,
 - iii. When and where we meet,
 - iv. Mission statement and
 - v. Summary of what we did for past Rotary year (e.g., we supported 38 non-profits, 10 scholarships, our service projects, volunteer hours, a \$100K economic impact to the community, etc.)
3. Develop strategies to create and maintain a friendly atmosphere and welcoming climate.
 - a. Initiative: Conduct at least 2 social events annually for fellowship with member families.
 - b. Initiative: Provide visitor name tags.

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4. Develop comprehensive plan for orientation.
 - a. Initiative: Develop Pre-member/post-induction (formal and informal)—2018-2019.
 - b. Initiative: Develop and implement Training Program for Club Members.
 - i. Suggested Topics to include: Recruiting methodologies, handouts of club information for members to give to prospective visitors.
 - c. Initiative: Develop & implement strategy to enhance involvement of new members in committees and service projects.
 - d. Initiative: Re-Institute Member Moments at each meeting.
 - i. Coordinate with Administrative Chair/Program Committee to schedule a new and current member for every meeting as feasible.
5. Encourage 90% involvement of members in at least one of the Club activities to include: Service Projects, Fund Raisers, Committees, etc.
6. Develop 12 month strategy for programs aligned with Club Vision and Mission and 5-year Strategic Plan.
 - a. Initiative: Ensure programs are interactive and cover a wide variety of topics.
 - b. Initiative: Encourage member involvement in the acquisition of speakers and programs.
7. Develop written strategy for leadership and members to attend District training and conferences.
 - a. Initiative: Plan and communicate leadership path and training to membership perhaps through a checklist.
 - i. PE and PN will attend PETS training and District training as applicable.
 - ii. 4-5 members will attend Grants training annually (to include the PE/PN).
 - iii. All Committee Chairs will attend District training prior to taking office.
 - iv. Members will be encouraged to attend District Conferences, National Conferences and/or Leadership Institutes as feasible.
 - b. Initiative: Mentor and train prospective leadership candidates for positions prior to taking the position, i.e. Secretary, Treasurer, PE, PN, Committee Chairs.
8. Improve continuity of Club's leadership adhering to the Strategic Plan and goals.
 - a. Initiative: Establish goals and enter in Rotary Central by the first week of July.
 - b. Initiative: Review goals and other Club updates at the first board meeting in July and to the general membership at Club Assembly in July.
 - c. Initiative: Review Goals at least quarterly with updates to the board and membership in Jan and a wrap-up in June.

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9. Establish an ad-hoc committee chaired by the President Nominee (with assistance from the Past President) to assist the President with all District/RI Awards.
 - a. Initiative: Provide status updates on awards at the Jan, Feb, and March board meetings. (most awards are due in mid-March)
10. Incorporate mentorship into the Sponsor Role with new members.
11. Improve data quality to expand full potential all technology platforms for optimal communication and retrieval of information to and from Club members and the public
 - a. Initiative: Investigate and select a platform for archiving essential Club information, i.e. minutes, bylaws, Foundation info, pictures, etc.
 - b. Initiative: Develop a plan for the storage, accessing and maintenance of essential Club information and files.
 - c. Initiative: Mature the website to its full potential making it a dynamic public space that projects an image as a positive, energetic, productive and fun Club in the Community.
 - i. Ongoing posting of information related to projects, activities, committee work, social events, pictures, etc.
12. Provide communication to membership featuring a report of budget, key performance indicators and progress towards annual goals.
 - a. Initiative: Responsibility for the Report is determined by the Board
 - b. Initiative: Provide a quarterly report to the membership.
 - c. Initiative: Develop an annual report at the end of each Rotary year as of June 30th to be used for visits by the DG, Open House presentations, media releases, etc.

Key Area 2: Youth Involvement

1. Support youth (K-12) and young leaders (Focus Areas: Elementary 4-Way Test Contest, Reading, Math, the Arts, Mentoring, Athletic Programs, Anti-drug Programs).
 - a. Initiative: Financial and member engagement support of community youth services (Priority is Crab Orchard Elementary School (COES), but not limited to).
 - b. Initiative: Partner with Crab Orchard Elementary School (COES) to provide leadership examples for the students.
 - i. Develop a plan to adopt COES throughout the year (Provide member engagement support and/or financial assistance for activities/projects identified by the school's Point of Contact.
2. Continued support of Stone Memorial High School (SMHS) Interact students financially and with member engagement.
 - a. Initiative: Identify activities that Interact students may actively engage with Rotarians.
 - b. Initiative: Invite Interact students to meetings or events where speakers may be of interest to them.
 - c. Initiative: Continued support of students attending RYLA each year
 - i. Provide funding for a minimum of 4 students to attend RYLA each year and grow as possible.

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3. Provide support for the initiation and sustainment of the Cumberland County Rotaract Club sponsored by all three Crossville Clubs, both financially and through member engagement.
 - a. Initiative: Identify and communicate activities that Rotaract members may actively engage with Rotarians and assist them with earning TN Promise Service hours.
 - b. Initiative: Invite Rotaract members to meetings or events.
 - c. Initiative: Participate in Rotaract meetings and functions.

Key Area 3: Educational, Vocational, Humanitarian, Service

1. Participate in the enhancement of community education/workforce development.
2. Participate in Rotary International Foundation annually.
 - a. Initiative: Maintain Per capita membership donation of \$100/year to achieve Star award.
3. Identify and select 3 ways to demonstrate international support at the beginning of every budget year. i.e: financial, member engagement in international projects, foreign exchange student.
 - a. Initiative: Increase first time Paul Harris Fellows (PHF) each year by 1 or 2.
 - b. Initiative: Increase multiple time PHF by 10 each year.
 - c. Initiative: 2-4 Major Donors during this 5 year cycle- 1-2 Major Donors each year.
 - d. Initiative: Achieve 9 Benefactors during this 5-years cycle—1-2 Donors per year.
4. Continued support of Polio eradication annually to achieve Polio Eradicator Award.
5. Pursue 2-3 humanitarian District and/or International Grant opportunities during this 5-year cycle.
 - a. Initiative: Ensure 4-5 members attend grant training annually to include the PE.
6. Continued Support of FG Scholarship Foundation.
 - a. Initiative: Increase scholarship fund to \$50K over this 5-Year cycle.
 - b. Initiative: Minimal annual Club contribution to FG Scholarship Foundation of \$10,000 annually.
7. Ensure alignment of charitable giving with strategic plan annually during the annual budget process.
8. Increase participation of members in Club Projects aligned with the strategic plan as measured by volunteer hours.
9. Increase fund raising activities over this 5-year cycle to raise money for both Scholarship Fund and Charitable Fund
 - a. Initiative: Establish a Fund Raising Committee reporting through the Past President to the Board.

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Key Area 4: Enhance Public Image and Awareness

1. Advance relationships with other Rotary Clubs, particularly in the Crossville area.
 - a. Initiative: Partner with other Rotary Clubs on District and/or International Grants opportunities.
 - b. Initiative: Communicate and support initiatives and events among the three Crossville Clubs.
 - c. Initiative: President/President Elect participation in regular meetings with ~~PE/PN~~ President/President Elect of the other Crossville Clubs.
2. Achieve excellence in communication to members and the public regarding Club and Committee functions and projects.
 - a. Initiative: Develop and review a Communication Plan annually ---Year 1.
 - b. Initiative: Continue development of DACDB to promote Rotary and the Club
 - c. Initiative: Continue to enhance all Club publications and communication outlets, i.e.: RotaNews, Monthly Report, Website, Facebook, Club Brochure, Press Releases, Annual Report, Tri-Fold Brochure etc to promote Rotary and the Club.
 - d. Initiative: Mature the website to its full potential making it a dynamic public space that projects an image as a positive, energetic, productive and fun Club in the Community.
 - i. Ongoing posting of information related to projects, activities, committee work, social events, pictures, etc.
3. Promote Rotary leadership values at the local, County and City level for the betterment of the community.
 - a. Initiative: Educate the Club membership of initiatives, activities and business/personal sponsorships to the Club and Foundation at the local, County, and City level impacting residents.
 - b. Initiative: Engage local, County, and City government and non-governmental organizations in economic leadership for the purpose of being a possible partner in activities and initiatives that reflect the 4-way test.
4. Promote involvement of members in community initiatives, activities and other organizations
 - a. Initiative: Encourage member involvement on Community organization Boards.
 - b. Initiative: Promote member volunteerism in the Community.