**Rotary Club of Dawson County**

**3 Year Strategic Plan (2021-2024)**

**Preamble:** It is the purpose of the strategic plan of the Rotary Club of Dawson County to provide a multiyear plan that will help organize longer-term direction, develop club leadership and provide for the sustainability of the club. The strategic plan will also help the club to achieve club, district and Rotary International goals.

**Vision Statement:** To create a club where Rotarians unite to take action creating positive change in our community and across the globe.

**Core Values:**

* Fellowship
* Integrity
* Diversity
* Service
* Leadership

**Strategic Priorities:**

* Increase our Impact
* Expand Our Reach
* Enhance Engagement
* Increase our Ability to Adapt

**Membership**

* Gain a net of 5 new members per year; maintain large club status
* Collect all dues within 90 days of billing; encourage auto billing with credit cards on file.
* Host an annual Rotary 101 class offsite in May of each year for development of new members and new club leaders.
* Hold 2 prospective new member and current membership social parties per year
* Increase retention to 90% by developing programs of mentorship assignments of new members to increase retention of new members; develop programs to encourage and reengage more tenured members.
* Conduct one annual Club Assembly per year to assess membership thoughts and ideas

**Foundation**

* Gain one new Paul Harris Society member per year
* Gain one new Will Watt Fellow per year
* Maintain the “Every Member Every Year” program
* Encourage Bequest and Benefactor education and participation

**Service**

* Develop and implement one new Significant Project every 3 years
* Conduct a minimum of 3 service projects per year
* Tie service projects to program monthly theme

**Fundraisers**

* Keep the FUN in fundraisers
* Develop one new fundraising project idea per year while maintaining those that provide a high dollar yield and community visibility.

**Public Image**

* Enhance social media presence using Facebook, Instagram and Rotary Bulletin
* Expand to Linked-In
* Consider participation in community activities that enhance club visibility and stature

**Club**

* Achieve GOLD level points every year
* Encourage club membership to attend annual district conference
* Host a Rotary Days event every year
* Host club picnics, alternative club venues and other social events annually
* Sponsor a new Early Act Club
* Develop a more defined club leadership track for potential leadership candidates

Revised 11/1/2021