

**Vision Statement*…****what we want to achieve or accomplish in the future*

# Together, we Rotarians unite with other community organizations and individuals to take action creating lasting change across the globe, in our communities, and in ourselves.

**Mission Statement***…why we exist*

# To provide the collaboration and support to carry out their mission, the mission of Rotary International, and the Object of Rotary.

**Core Values***…our fundamental convictions, values, and character*

# Fellowship

* Integrity

# Diversity

* Service

# Leadership

**Strategic Priorities***…key areas we must address as we work to achieve our mission*

# Increase Our Impact in our Community

1. Expand Our Reach in our Community

# Enhance Participant Engagement in projects and charitable giving in our Community.

1. Increase Our Ability to Adapt to the needs in our Community.

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| **Strategic Priority 1 Increase Our Impact** | **Strategic Priority 2 Expand Our Reach** | **Strategic Priority 3 Enhance Participant Engagement** | **Strategic Priority 4 Increase Our Ability to Adapt** |
| **Objectives:** | **Objectives:** | **Objectives:** | **Objectives:** |
| 1. Support the Rotary Foundation 2. Encourage, facilitate, and enable opportunities for club members to serve locally and globally | 1. Grow and   diversify our membership   1. Build awareness of our impact and brand. 2. Improve our presence in the community by enhancing our marketing and branding. | 1. Better engage their members 2. Provide   opportunities for personal and professional connections   1. Provide leadership development and skills training | 1. Build a culture of research, innovation, and willingness to take risks 2. Streamline governance, structure, and processes to foster more diverse perspectives in decision-making 3. Increase use of technology and virtual engagement of members 4. Encourage club members to develop   innovative opportunities |
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## Strategic Priority 1: Increase Our Impact

**Objective 1: Support the Rotary Foundation**

### How will we MEASURE progress for this objective?

* Increase the $ amount contributed to the Rotary Foundation
* Increase the $ amount contributed to End Polio Now
* Increase the # of Rotarians contributing at least $25 per year to the Rotary Foundation
* Increase the # of Sustaining Members ($100/year) to the Rotary Foundation
* Increase the # of Paul Harris Society Members ($1k or more per year to the Rotary Foundation)
* Increase the # of Benefactors ($1k via will, estate plan, or outright gift) each year
* Increase the # of Bequest Society Members ($10k via will or estate plan)
* Increase the # of Major Donors (cumulative giving has reached $10k)
* Increase the # of Rotarians making individual contributions to End Polio Now

## Objective 2: Encourage, facilitate, and enable opportunities for our Club to serve locally and globally

### How will we MEASURE progress for this objective?

* Increase participation in global grants
* Increase participation in district grants
* Reporting of the details of our projects on Rotary Club Central
* Annual signature project

## Strategic Priority 2: Expand Our Reach Objective 1: Grow and diversify our membership

### How will we MEASURE progress for this objective?

* Increase the net # of Rotarians in our Club
* Increase the % of Rotarians under 50
* Increase the % of women in Rotary
* Reinstate a Rotaract Club
* Grow our Interact Clubs
* Increase the racial diversity in our Rotary Club
* Focus on membership retention

## Objective 2: Build awareness of our impact and brand

### How will we MEASURE progress for this objective?

* Increase the # of social media followers on Club social media
* Increase community projects and opportunities highlighted on social media
* Increase the # of entries from Clubs in Rotary Showcase
* Increase the # of Public Image Citations
* Increase traffic to Club website

## Strategic Priority 3: Enhance Participant Engagement

**Objective 1: Provide support and awareness of service activities to better engage their members**

### How will we MEASURE progress for this objective?

* Increase Member Retention rate
* Increase the # of Rotarians participating in club events and service projects
* Track the number of Rotarians engaged in club events and projects

## Objective 2: Provide opportunities for personal and professional connections

### How will we MEASURE progress for this objective?

* Increase # of attendees at club events
* Increase # of attendees at club service projects
* Increase # of attendees at district conference
* Increase # of attendees at area and/or multi-club events

## Objective 3: Provide leadership development and skills training

### How will we MEASURE progress for this objective?

* Increase # of Rotarians participating in various district training opportunities
* Increase # of Rotarians utilizing on-line training at District, Zone, and RI
* Increase # of Rotarians participating in RLI

## Strategic Priority 4: Increase Our Ability to Adapt

**Objective 1: Build a culture of research, innovation, and willingness to take risks**

### How will we MEASURE progress for this objective?

* Encourage club members to share ideas and ways to improve our Rotary Club

## Objective 2: Streamline governance, structure, and processes to foster more diverse perspectives in decision-making

### How will we MEASURE progress for this objective?

* Increase the diversity of race, age, and gender serving on the club board and leading projects.

## Objective 3: Increase use of technology and virtual engagement of members

### How will we MEASURE progress for this objective?

* Offer a virtual/in person weekly club meeting option
* Increase the number of members attending district virtual events
* Increase the number of members completing Rotary Learning Center classes

## Objective 4: Encourage clubs to develop innovative opportunities for club membership

### How will we MEASURE progress for this objective?

* Increase the # of corporate or other creative membership types
* Increase the # of categories of members within the Club.