

FY21-FY23
Strategic Plan

of

The Rotary Club of Gainesville

Club #4165

Chartered February 3, 1923

October 2021/May 2022*updated
Adopted and Approved June 13, 2022

Planning Team Members

Amanda Willis, President 2021-2022

Mike McGraw, President Elect 2022-2023

Bill Hall, Past President 2020-2021

Rick Boyd, Past President 2009-2010

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THE ROTARY CLUB OF GAINESVILLE

Club Profile: (May 12, 2022)

The Rotary Club of Gainesville (RCOG) was chartered on February 3, 1923. The Club has historically performed at a competitive level with other clubs of its size within District 6910. RCOG presently meets for lunch on Monday at the first Baptist Church located at 751 Green Street, NW, Gainesville, GA 30501. Five RCOG Presidents have served as District Governor and several former Assistant Governors are among its membership. Various members have held other leadership roles in District 6910 activities.

*RCOG Presidents that have served as District Governor:

- Sidney Smith 1926-27 served as DG in 1948-49
- Lester Hosch 1950-51 served as DG in 1956-57
- Tom Wilheit 1962-63 served as DG in 1967-68
- John Wofford 1964-65 served as DG in 1971-72
- Bill St. Clair 1997-98 served as DG in 2011-12

Present membership = **148** Active – **100** Active-R85 - **48**

Male Members = **101** or 68%

Female Members = **47** or 32%

Total Club Average age of members = 61

- Avg male age is 63
- Avg female age is 57

Age range = 26-94

Average years of service of current members as a Rotarian:

- Less than 1 year: **9**
- Greater than 1 and less than 3: **17**
- Greater than 3 and less than 5: **20**
- Greater than 5 and less than 10: **22**
- Greater than 10 and less than 15: **19**
- Greater than 15 and less than 20: **12**
- Greater than 20 and less than 25: **10**
- Greater than 25: **39**

Past Presidents among the existing members = 25

Members designated as future Presidents – 2 per succession plan

THE ROTARY CLUB OF GAINESVILLE

Club Strengths:

- 25 active Past Presidents continue to be members of the club
- Meeting location and quality of food
- Strong weekly programs
- We have strong ties to our community by supporting many non-profits and local charities
- Members have strong vocational standing in community
- Opportunities for networking, socializing, and building relationships
- Opportunity to use key relationships with members who have common goals to make Gainesville/Hall County a better community.
- We were chartered in 1923; therefore, we have established traditions and culture
- We have a club foundation – Awards from the Hart Joiner Fund are allocated to causes and organizations benefitting children and youth
- The premier civic club in our community
- Great finances – Club is in good shape with adequate reserve

Club Weaknesses:

- We are a large club which makes it harder for new members to get to know each other on a personal basis
- We need to strengthen membership focus to involve new members by assigning them to a committee of their choice.
- We have an older membership - average age is 61
- We need to build and leverage relationships with other organizations
- Outreach, advertising, and marketing should be improved
- Need to communicate Rotary's internal process
- We need more club diversity
- We need young professional members
- We need to communicate results after events or projects

Background:

One of District 6910's Objectives for the Rotary year 2021-22 is for clubs to update their "Strategic Plan" by November 1, 2021. The Strategic Plan for the Rotary Club of Gainesville was originally prepared and approved in September 2010. It was modified in 2011-12 and again in 2015-16. It is reviewed annually.

The Rotary Club of Gainesville formed a Planning Team consisting of the current President, President Elect, the immediate Past President, Board Advisor, Club Secretary and Club Training Officer.

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

Together, we see a club where Rotarians unite and take action to create lasting change across the globe, in our communities, and in ourselves. The Rotary Club of Gainesville seeks to be recognized as the premier service club organization in our geographical area.

Mission Statement...why we exist

The mission of the Rotary Club of Gainesville is to provide service to our local and global communities while exhibiting the Core Values of Rotary International, the highest ethical standards, fellowship among our members, and Service Above Self.

Core Values...our fundamental convictions, values, and character

- Fellowship
- Integrity
- Diversity
- Service
- Leadership

We used Rotary International's Strategic Planning Guide to help us set long-term priorities as well as annual goals that support our club's strategic vision.

Phase 1 – DETERMINE YOUR STATUS: How is our club doing now?

Phase 2 – DEVELOP A VISION: What do we want our club to be like?

Phase 3 – MAKE A PLAN: How can we achieve our vision?

Phase 4 – TRACK PROGRESS: How close are we to our goals?

Strategic Priorities...

Key areas we must address as we work to achieve our mission

1. Increase Our Impact
2. Expand Our Reach
3. Enhance Participant Engagement
4. Increase Our Ability to Adapt

Our **first** Action Plan priority is to **increase our impact**. Our actions will answer these questions:

- What will our legacy be?
- How can we define and measure our impact?
- How can we do more good in the world?

Our **second** Action Plan priority is to **expand our reach** so that we can grow our capacity to make an impact. People of Action activate, inspire, and give others hope that they can be part of the change that makes the world better. Together, we must answer these questions:

- How can we share our values with new audiences?
- How can we inspire more people to take action?
- What new models can we test that bring people together to experience the power of Rotary?

Our **third** Action Plan priority is to enhance participant engagement. Our actions will answer these questions:

- How can we make sure Rotarians find long-term value in their membership?
- What would improve the Rotary experience?
- What skills could people learn through Rotary?
- How can we better develop our leaders?

Our **fourth** Action Plan priority is to **increase our ability to adapt**. Our actions will answer these questions:

- How can we adapt faster to a changing world?
- How can new perspectives strengthen Rotary?
- What new ideas could create lasting change?

Objectives...describe the specific strategies within each strategic priority that must be performed for us to achieve our desired results. Objectives, along with specific performance measures will be used to determine progress towards overall strategic priority.

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
<p>Objectives:</p> <ol style="list-style-type: none"> 1. Support the Rotary Foundation 2. Encourage, facilitate, and enable opportunities for members to serve locally and globally 	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Grow and diversify our membership 2. Build awareness of our impact and brand 	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Provide support and services to better engage our members 2. Provide opportunities for personal and professional connections 3. Provide leadership development and skills training 	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Build a culture of new Rotary ideas and moving the needle in Gainesville 2. Increase use of technology and virtual engagement of members 3. Develop innovative opportunities for club membership

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 Goal
- Increase the # of Paul Harris Society Members
- Increase the # of Benefactors
- Increase the # of Major Donors
- Increase the # of Rotarians contributing at least \$25 per year to the Rotary Foundation

Objective 2: Encourage, facilitate, and enable opportunities for members to serve locally and globally

How will we MEASURE progress for this objective?

- Increase participation in district grant and/or “signature project”
- Report the details of our projects on Rotary Club Central
- Look for ways to participate in a global grant
- “Move the needle” in Gainesville

Strategic Priority 2: Expand Our Reach

Objective 1: Grow and diversify our membership

How will we MEASURE progress for this objective?

- Increase the # of Rotarians in the RC of Gainesville
- Increase the % of Rotarians under 50 in the RC of Gainesville
- Increase the % of women in the RC of Gainesville
- Increase the # of Rotaract members /Actively participate
- Increase # of Interact Clubs/Actively participate
- Seek diversity by occupation, nationality, ethnicity, race, gender, etc. for membership into the RC of Gainesville.

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 the # of service projects highlighted on social media
- Achieve Zone 34 Public Image Citation
- Increase the readability of the weekly Newsletter/Bulletin
- Create videos of signature projects and programs
- Invite recipients who have benefited from our donations and/or projects to a meeting and ask them to discuss how our contribution impacted their organization.
- Advertise and promote our social media channels

Strategic Priority 3: Enhance Participant Engagement

Objective 1: Provide support and service to better engage our members

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

- Increase value/experience for members
- Increase Member Retention rate
- Increase the # of Rotarians participating in club projects/events
- Track the number of Rotarians engaged in Club and District activities
- Leverage a “welcoming group” to orient new members
- Support our internal Rotary community by promoting members’ businesses in meetings, promoting personal accomplishments
- Have President Elect and Membership Director(s) call infrequent attendees twice a year

Objective 2: Provide opportunities for personal and professional connections

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

- Have Immediate Past President implement and maintain a professional mentoring program
- Increase the # of attendees at District Conference
- Increase # of attendees at district-wide events

- Increase # of attendees at area and/or multi-club events
- Increase # of attendees at Zone or higher training events
- Increase # of attendees at International Convention

Objective 3: Provide leadership development and skills training

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

- Increase # of Rotarians participating in club training opportunities
- 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 new Rotary ideas and moving the needle in Gainesville

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

- Perform a community assessment with Rotarian community leaders every two years

Objective 2: Increase use of technology and virtual engagement of members

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

- Increase the number of members attending district virtual events
- Increase the number of members completing Rotary Learning Center classes

Objective 3: Develop innovation opportunities for club membership

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

- Survey/Poll the BOD every two years regarding corporate or other creative membership types



Overall Club Objectives:

- Support and strengthen the Rotary Club of Gainesville
- To increase the visibility of the Rotary Club of Gainesville in the community
- To promote membership in Rotary
- To provide opportunities for members to serve the community as a club
- To maintain good financial health as a club
- To utilize technology in communication with members and the community
- To educate members of the club and community about the club and Rotary International

Club Administration

Membership

Public Image

Service Projects

Rotary Foundation

Youth Service

Each area covers Job Descriptions and Responsibilities

and

STRATEGIC PRIORITIES

Club Administration

GENERAL	ADMINISTRATION COMMITTEE
Attend your district training assembly.	Help the club secretary with meeting logistics and attendance
Work with the president-elect, select and prepare your committee members.	Help the club treasurer collect membership dues
Create subcommittees as needed (e.g., club meeting planning, club newsletter and website, social events, attendance).	Organize interesting and fun club meetings and social events.
Meet regularly and plan activities.	Produce club communications, including your club's newsletter.
Set committee goals that align with and help achieve the club's goals for the year and monitor progress towards those goals.	
Manage your committee's budget.	
Work with your club's other committees and your district committee on multi-club activities or initiatives.	
Report committee activities and progress to the club president, the board of directors, and the entire club	
Determine what your club expects of your committee.	

Club Administration Strategic Priorities:

- Plan strong weekly programs
- Participate in training programs
- Engage in fellowship activities

Membership

GENERAL	MEMBERSHIP COMMITTEE
Attend your district training assembly.	Attend your district membership seminar.
Work with the president-elect, select and prepare your committee members.	Use membership assessment tools to evaluate your club.
Create subcommittees as needed (e.g., new member recruitment, member engagement, new member orientation, mentoring).	Assemble a motivated and active committee of 5 to 15 members.
Meet regularly and plan activities.	Manage online membership leads on My Rotary.
Set committee goals to help achieve the club's goals and monitor progress toward them.	Offer new member orientation.
Manage your committee's budget.	Emphasize the importance of attracting and engaging members as part of your club's strategic plan.
Work with your club's other committees and your district committee on multi-club activities or initiatives.	Use the diversity and classification assessments to analyze how well your club represents your community (including age, gender, and ethnicity).
Report committee activities and progress to the club president, the board of directors, and the entire club	Use the Club Membership Committee Checklist to ensure your club is identifying, introducing, inviting, and engaging members effectively.
Determine your club's expectations for your committee.	Track your progress toward club membership goals in Rotary Club Central.
	Work with the club board if you sponsor new clubs in the community.

Membership Strategic Priorities:

- Gain younger members – Identify and recruit members under 40
- Gain, maintain, and retain members

Public Image

GENERAL	PUBLIC IMAGE COMMITTEE
Attend your district training assembly.	Attend your district public image seminar.
Work with the president-elect, select and prepare your committee members.	Develop a public image plan, then set and achieve public image goals.
Create subcommittees as needed (e.g., media relations, social media, advertising/marketing, special events).	Promote club activities and projects among club members, local media outlets, and members of your community.
Meet regularly and plan activities.	Use the resources in the Brand Center to enhance Rotary's public image.
Set committee goals to help achieve the club's goals and monitor progress toward them.	Make sure club communications follow Rotary's guidelines for voice and visual identify.
Manage your committee's budget.	Use the People of Action campaign materials to increase public understanding of Rotary and drive engagement in your community.
Work with your club's other committees and your district committee on multi-club activities or initiatives.	Use social media to raise awareness of Rotary and your club in the community.
Provide committee updates to the club president, board of directors, and the entire club.	Enhance projects and activities to make them more appealing to the media.
Determine what your club expects of your committee.	

Public Image Strategic Priorities:

- Develop public image plan for each project
- Communicate projects and Rotary accomplishments to membership
- Keep Rotary Club of Gainesville website up-to-date and inviting
- Create videos of signature projects and programs
- Empower members to post on social media

Service Projects

GENERAL	SERVICE PROJECTS COMMITTEE
Attend your district training assembly.	Plan, implement, and evaluate projects.
Work with the president-elect, select and prepare your committee members.	Identify opportunities for signature projects that will increase your club's impact in the community.
Create subcommittees as needed (e.g., vocational, community, international, New Generations, fundraising).	Work with other organizations, volunteers, and committee members to maximize the impact of your projects.
Meet regularly and plan activities.	Lead efforts to fundraise for projects.
Set committee goals to help achieve the club's goals and monitor progress toward them.	Understand liability issues that could affect your club's projects.
Manage your committee's budget.	Work with the public image committee to promote projects.
Work with your club's other committees and your district committee on multi-club activities or initiatives.	Collaborate with other clubs on projects.
Provide committee updates to the club president, board of directors, and the entire club.	Highlight club projects in Rotary Showcase.
Determine what your club expects of your committee.	

Service Projects Strategic Priorities:

- Plan projects and solicit volunteers
- Work with Public Image Committee and Club Administration to promote projects

Foundation

GENERAL	FOUNDATION COMMITTEE
Attend your district training assembly.	Promote Foundation grants and activities and help members participate in them.
Work with the president-elect, select and prepare your committee members.	Inspire club members to give to The Rotary Foundation.
Create subcommittees as needed (e.g., global and district grants, fundraising, annual giving, PolioPlus, Rotary Peace Centers).	Attend the grant management seminar to ensure that your club qualifies for Rotary Foundation global grants.
Meet regularly and plan activities.	Oversee the global grants qualification process.
Set committee goals to help achieve the club's goals and monitor progress toward them.	Conduct inspirational Foundation-focused club programs at least two times a year.
Manage your committee's budget.	Work with club treasurer to manage any Rotary grant funds your club receives.
Work with your club's other committees and your district committee on multi-club activities or initiatives.	Work with your district's international service chair and service projects committee to develop and fund projects.
Provide committee updates to the club president, board of directors, and the entire club.	Work with your treasurer to submit donations to the Foundation in an accurate and timely manner.
Determine what your club expects of your committee.	Work with your club's membership committee to ensure a positive club image and experience.

Foundation Strategic Priorities:

- Apply for district and/or global grant
- Educate members on importance of giving to The Rotary Foundation

Youth Service

GENERAL	YOUTH SERVICE COMMITTEE
Attend your district training assembly.	Plan, implement and evaluate.
Work with the president-elect, select and prepare your committee members.	Develop a Youth Service plan, then set and achieve those goals.
Create subcommittees as needed (e.g., Interact, Rotaract, RYLA, SOTM, Job Shadowing).	Identify opportunities to increase our club's impact with the youth in the community.
Meet regularly and plan activities.	Lead efforts in youth activities.
Set committee goals to help achieve the club's goals and monitor progress toward them.	Understand liability issues with working with youth.
Manage your committee's budget.	Work with treasurer to promote activities.
Work with your club's other committees and your district committee on multi-club activities or initiatives.	Collaborate with club activities to see how the youth can be involved.
Provide committee updates to the club president, board of directors, and the entire club.	Highlight club activity with youth as well as their activities.
Determine what your club expects of your committee.	

Youth Service Strategic Priorities:

- Continue and enhance Student of the Month
- Continue job shadowing program
- Actively seek a RYLA student and have the student make a presentation at a meeting
- Promote more interaction between Rotary Club of Gainesville and Interact Clubs
- Re-establish Rotaract at Brenau