

# Rotary Club of Winder, GA Strategic Plan 2020-2024

Our mission: *Enriching the world community with our service and fellowship.*

## WHY JOIN ROTARY?

<b>PURPOSE</b> Opportunity for community service	<b>CAUSES</b> Causes that are important to me
<b>REPUTATION</b> Established, strong heritage	<b>PROGRAMS</b> Make a difference locally

### As People of Action, we share a strong sense of purpose.

More than a century ago, Rotary International pioneered a new model of service leadership grounded in person-to-person connections. Today, those connections form a network that spans the globe—bridging cultural, linguistic, generational, and geographic barriers—and shares the vision of a better world. As People of Action, we understand that *fulfilling that vision requires a plan.*

In the next five years, we will: **increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt.**

By realizing the goals of this plan, we ensure a stronger and more effective future for Rotary Club of Winder. Our plan is rooted in tried-and-true values and builds on the remarkable capabilities and spirit of Winder Rotarians. It is clear-eyed about the challenges that Rotary and the world face. It protects the value of human connection in an age of technology. It lays out a path for bringing great ideas to the forefront of the global imagination. Our plan will provide us with continuity of vision from year to year, keeping us moving toward fulfilling our shared purpose.

<b>1. Increase our impact.</b>	<b>2. Expand our reach.</b>
<b>3. Enhance participant engagement.</b>	<b>4. Increase our ability to adapt.</b>

## ACTION PLAN

### Priority 1. *Increase our impact.*

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

### Priority 2. *Expand our reach.*

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

### Priority 3. *Enhance participation engagement.*

- Better engage our members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

### Priority 4. *Increase our ability to adapt.*

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

## CORE VALUES

**FELLOWSHIP**

**INTEGRITY**

**DIVERSITY**

**SERVICE**

**LEADERSHIP**