

Rotary Club of Lynn Haven, Florida

STRATEGIC PLAN 2020 – 2025

Adopted January 29, 2020

“Building the Bridge to Sustainability and Leadership”

The Rotary Club of Lynn Haven Strategic Plan is a result of an ongoing planning effort that included the Board and the membership. The Strategic Plan, *Building the Bridge to Sustainability and Leadership*, embodies a clear vision for the next five years to advance The Rotary Club of Lynn Haven in Rotary International and in Rotary District 6940. The club is poised to continue its good work and provide leadership on issues and opportunities related to the advancement of the mission of Rotary International: *To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.*

The Strategic Plan’s four goals supported by objectives and defined initiatives, focus our energies and resources on the opportunities and challenges for the Rotary Club of Lynn Haven. The Rotary Club of Lynn Haven is committed to its membership and will use all the means at its disposal to implement this strategic plan.

Strategic Goals

The Rotary Club of Lynn Haven Strategic Plan focuses on members, programs, image, partnerships and resources, all of which are crucial to the sustainability of the club. The strategic plan was developed after a survey of the club members, a visioning exercise with the membership by an external consultant, strategic planning committee deliberations and membership feedback.

The Plan has the following four goals:

- **Bring out the best in our community and the lives of those within it**
- **Promote peace and understanding**
- **Foster fellowship and community among business and societal leaders**
- **Creating an enduring legacy for tomorrow's leaders**

The goals stated above and explained below, along with the objectives, are guideposts for the club to accomplish the mission of Rotary International and District 6940.

Goal 1: Bring out the best in our community and the lives of those within it

- Establishing meaningful community service projects with either short or long-term impact.
- Partnership and collaboration with other like-minded organizations.
- Branding and communication.
 - Develop a club website and newsletter and use it to facilitate providing useful and timely information for the membership.
 - Revise the club by-laws based on the alignment practice and policies.

- Engage in effective board recruitment and training to better position the club.
- Utilize the website and social media to increase the reach of the club.
- Fully implement the new strategic plan.

Goal 2 - Promote peace and understanding

- Diversity of membership.
- Speakers from different backgrounds/experiences.
- Community outreach.

Goal 3 - Foster fellowship and community among business and societal leaders

- Enhance social activities within and outside of the Club.
- Utilize the expertise of the membership to drive public opinion on club matters.

Goal 4 - Create an enduring legacy for tomorrow's leaders

- Maintaining and enhancing financial security.
- Increase revenue streams for the club.
- Create and/or reestablish programs that enhance the club's profile in the local community, within district 6940 and within Rotary International while also increasing revenue.
- Review membership dues and make the necessary adjustments to create a comparative advantage.
- Use the club website, newsletter and social media to generate interests and income for the club.
- Engage in grant writing.
- Eliminate risk management budgeting issues.