



A Vision for Growth, Impact, and Sustainability

2025-2029 STRATEGIC PLAN

Prepared by:

2025/2025 CSP Committee
Julian G., Cristiano N., Emilie W., Deborah R.,
Jacqueline G., Kurt A., Eduardo B., Mercedes A.



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1. Executive Summary

The Rotary Club of Weston's strategic plan for 2025–2029 serves as a thoughtful roadmap, providing direction, prioritizing efforts, and ensuring the effective allocation of resources. It is a critical tool for aligning the goals of an organization with its actions, enabling **meaningful progress and sustainable growth**. It is designed to address the evolving needs of the organization and the community it serves. Central to this strategy is the emphasis on succession planning and sustainability, ensuring that the Club remains vibrant and effective for years to come. By fostering a culture of preparedness and continuity, the Rotary Club of Weston will be well-positioned to adapt to future challenges while maintaining its strong foundation.



Another key focus is **enhancing community impact**. This involves expanding and refining initiatives that address local needs, building on the Club's legacy of service, and creating lasting change. Through targeted projects and partnerships, the Club aims to maximize its reach and effectiveness in improving lives within the community.

Finally, the plan emphasizes the importance of **empowering leadership and membership**. By investing in the development of current and future leaders, the Rotary Club of Weston's members are equipped with the skills, knowledge, and confidence to lead with purpose. Simultaneously, fostering engagement among members strengthens the Club's ability to collaborate and achieve collective goals.

2. Introduction

- The strategy defines how the Rotary Club of Weston will:
 - Raise and allocate resources (financial and manpower).
 - Provide leadership and direction to stakeholders.
 - Positively impact the community over the next 5 years.
- Key pillars: **Succession** and **Sustainability** for growth and development.

3. Fundamentals of Rotary

Rotary Vision Statement:

TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

Rotary Mission Statement:

TO PROVIDE **SERVICE** TO OTHERS, PROMOTE **INTEGRITY**, AND ADVANCE
WORLD UNDERSTANDING, **GOODWILL**, AND **PEACE**.

Areas of Focus

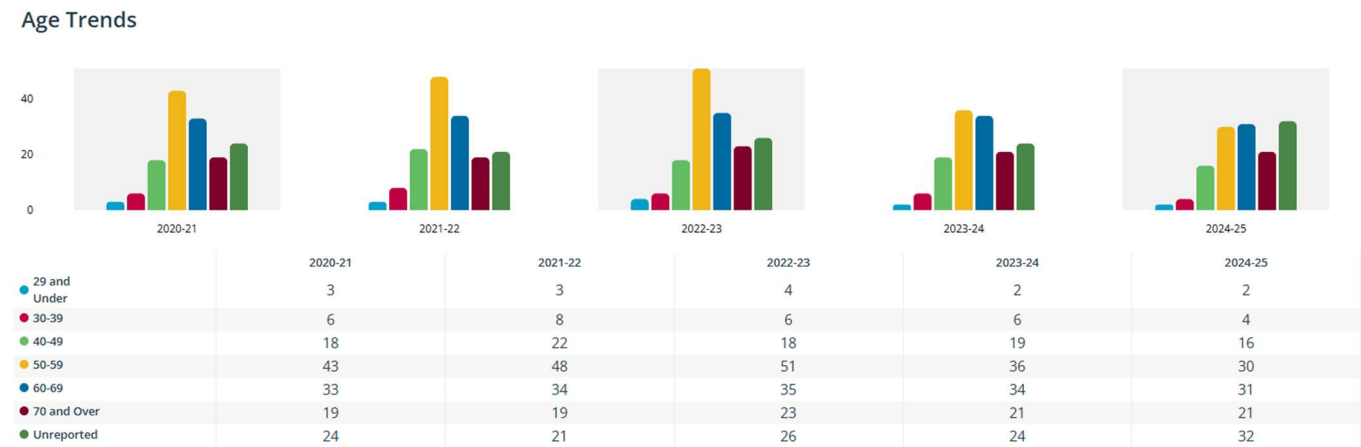
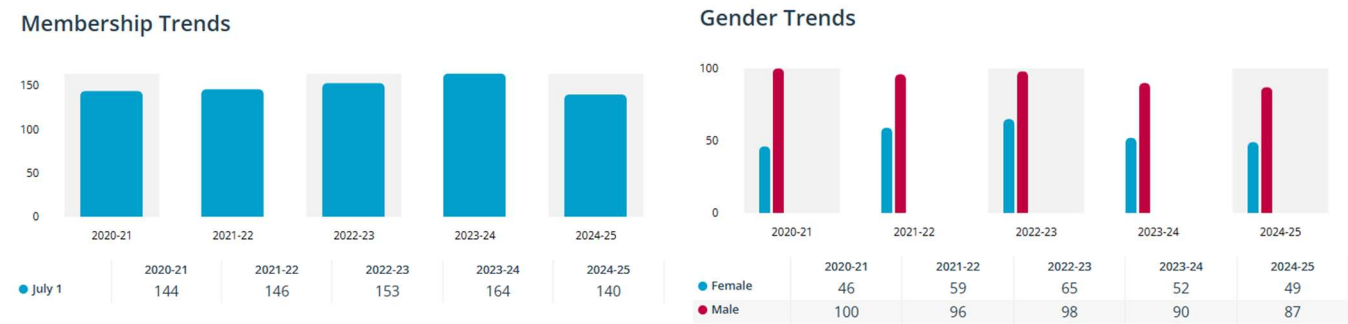


Core Values:

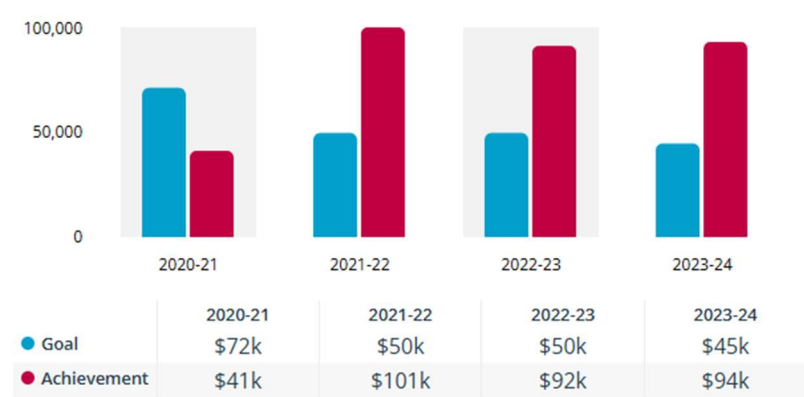


4. Situational Data Analysis & Trends

Membership (trend over 5 years).



Annual Fund (trend over 4 years).



Strong Community Presence – Well-recognized and engaged in local initiatives.

Dedicated Membership – Members actively serving the community.

Diverse Expertise – Wide-ranging skills and knowledge supporting initiatives.

Valuable Partnerships – Strong ties with local businesses and organizations.

Unique Collaboration Opportunities – Projects open for community and member involvement.

Affluent Membership – Strong financial support and resources.

Personal Growth – Leadership development and skill-building.

Volunteering Opportunities – Numerous ways to give back.

Flexible Meeting Options – Multiple times for convenience.

Well-Defined Structure – Clear organization and leadership pathways.

Consistent Schedule – Regular meetings and structured operations.

Strong Reputation – Well-regarded within the community and Rotary.

Rotary Network – Strong relationships at all levels, including the district.

Leadership Strength – Experienced and capable club leadership.

Diverse Value for Members – Personal growth, community impact, and leadership opportunities.

Fundraising & Service Roles – Various ways for members to engage.

Pathway for Engagement – A structured journey for long-term involvement.

City of Weston Relationship – Strong connections with city officials and strong municipal relationships.

S

STRENGTHS

Enhance Community Engagement – Increase participation in national initiatives and events to amplify the club's impact.

Strengthen Strategic Partnerships – Collaborate with national organizations to expand resources and project support.

Develop a Leadership Pipeline – Create a structured path for members to step into district leadership roles.

Leverage Younger Members – Energize Rotary by providing a roadmap for young professionals to lead while maintaining full-time careers.

Elevate Brand Appeal – Strengthen Rotary's brand to attract passionate individuals eager to make a difference.

Foster Member Interaction – Encourage deeper engagement and collaboration among members.

Strengthen Club Connections – Promote initiatives that help members build stronger relationships within the club.

Revitalize Membership Engagement – Implement dynamic approaches to keep members actively involved and inspired.

Introduce Incentives – Develop creative rewards and recognition programs to boost participation and motivation.

O

OPPORTUNITIES

Membership Retention – Difficulty keeping members engaged long-term.

Limited Volunteers – Shortage of active members for projects.

Communication Gaps – Inconsistent messaging within the club.

Leadership Development – Need for a structured leadership growth plan.

Affluent Membership – Demographic makeup may impact diversity and engagement.

New Member Engagement – Stronger onboarding and involvement needed.

Aging Membership – Demographics affect sustainability and recruitment.

Reluctance to Embrace Technology – Hesitation to adopt modern tools.

Lack of SOPs – Missing standardized procedures leads to inefficiencies.

Leadership Concentration – A few individuals dominate club leadership.

Overloaded Membership Committee – Too many tasks hinder effectiveness.

Club Size Challenges – Communication across multiple meetings is difficult and Leadership roles can feel overwhelming.

Leadership Expectations – Members need a clearer understanding of roles.

Slow Internal Changes

a. Committees face delays in implementing new initiatives.

b. Bylaw updates take too long.

c. Financial decisions (e.g., hurricane funds) are slow.

Excessive Paperwork – Club processes need streamlining.

W

WEAKNESSES

T

THREATS

Economic Challenges: Financial downturns or economic instability may affect membership growth and fundraising capacity.

Community Competition: Other service clubs and organizations may compete for volunteers, funding, and public engagement.

Demographic Shifts: Changes in population trends, cultural diversity, and community needs can influence club dynamics and outreach.

Generational Transition: The need to engage younger generations while maintaining long-standing members is crucial for sustainability.

Member Disengagement: Lack of involvement may lead to resignations, weakening club cohesion and impact.

Reputation Risks: Negative publicity or public perception issues could harm the Rotary Club of Weston's image and credibility.

Disruptive Members: Individuals with toxic attitudes or behavior can affect club harmony and overall morale.

Perceived Exclusivity: A reputation for elitism may deter potential members and hinder inclusivity.

6. Strategic Direction

Guiding Our Club Toward Growth, Impact, and Sustainability

Vision Statement:

To be the **premier service organization** in our community, driving **positive change, expanding outreach, and fostering leadership** through impactful projects and strong membership engagement.

Mission Statement:

The **Rotary Club of Weston** is dedicated to **service above self**, focusing on **humanitarian efforts, leadership development, and fostering connections** that enhance our local and global community.

Overall Strategies and Goals:

Priority 1: To Increase Our Impact

Goal: Strengthen our Club's ability to serve the community through high-impact service projects and fundraising efforts.

Strategies:

1. Expand Fundraising Initiatives

- Implement **new signature fundraising events** to increase financial support for local and global initiatives.
- Evaluate existing fundraising efforts to **maximize efficiency and impact**.

2. Enhance Service Projects

- Identify **community needs** and align service projects accordingly.
- Strengthen partnerships with **local organizations and government agencies** for greater community outreach.

3. Support Rotary Foundation Giving

- Encourage increased **member contributions** to the **Rotary Foundation** and its grant programs.
- Integrate **Rotary Foundation initiatives** into Club projects.

Priority 2: To Expand Our Reach

Goal: Grow the Rotary Club of Weston's presence and impact through membership growth and strategic partnerships.

Strategies:

1. Strengthen Membership Recruitment & Retention

- Develop an **attractive value proposition** for potential members, emphasizing **networking, service, and leadership opportunities**.
- Implement a **mentorship program** for new members to encourage **long-term engagement**.

2. Enhance Public Image and Community Awareness

- Develop a **strong digital presence** through **social media, website updates, and local media coverage**.
- Organize **high-profile public events** to increase **Rotary's visibility** in the community.

3. Foster Strategic Partnerships

- Collaborate with **corporate sponsors, local businesses, and community organizations** to support Rotary initiatives.
- Engage **youth programs (Interact, Rotaract, RYLA)** to build future leaders.



Priority 3: To Enhance Participant Engagement

Goal: Foster a stronger, more connected, and engaged membership that is actively involved in Club activities and leadership development.

Strategies:

1. Improve Club Experience

- Host **engaging and meaningful Club meetings** with high-quality speakers and interactive sessions.
- Strengthen **fellowship activities** to create stronger bonds among members.

2. Develop Leadership Opportunities

- Encourage members to take on **committee roles and leadership positions**.
- Promote participation in **Rotary Leadership Institute (RLI) and district training events**.

3. Recognize & Celebrate Contributions

- Implement a **recognition program** to honor members' contributions and milestones.
- Celebrate achievements through **awards, social media highlights, and Club events**.

Priority 4: To Increase Our Ability to Adapt

Goal: Ensure the Club remains resilient, innovative, and adaptable to changing community needs and Rotary initiatives.

Strategies:

1. Embrace Innovation & Technology

- Utilize **digital tools** for **member communication, event promotion, and fundraising initiatives**.
- Implement **online giving platforms** to streamline fundraising efforts.

2. Ensure Financial Sustainability

- Strengthen the Club's **financial strategy** through **long-term financial planning and diversified revenue streams**.
- Maintain **transparent financial reporting** and responsible budgeting.

3. Stay Future-Focused

- Regularly **review and adjust strategic goals** based on member feedback and community changes.
- Foster a culture of **continuous learning and adaptability** within the Club.

Tracking and Evaluation

Quarterly Leadership Reports – Monitor **progress toward key goals**.

Annual Member Surveys – Assess **engagement and satisfaction levels**.

Fundraising & Financial Reports – Evaluate **revenue trends and sustainability**.

Public Image & Media Analysis – Measure **Rotary's visibility and brand recognition**.

Focus Areas:

- 1. Membership Growth**
- 2. Community Service**
- 3. Youth Service**
- 4. Public Image**
- 5. Fundraising**
- 6. Leadership Development**

Membership Growth Strategy

This comprehensive strategy will ensure the **Rotary Club of Weston** continues to grow, thrive, and make a meaningful impact in the community.

Priority 1: To Increase Our Impact

A. Membership Growth

Goal: Achieve a **net membership increase of 3% annually** to sustain and expand the Club's impact.

Strategies:

1. **Promote Rotary's Vision and Achievements**
 - Highlight **Rotary International's philosophy, culture, and success stories.**
 - Showcase the **Rotary Club of Weston's activities, events, and partnerships.**
2. **Strengthen Communication and Branding**
 - Utilize diverse communication channels: **social media, articles, traditional media (TV, radio), and events.**
 - Enhance visibility using **branding tools** (banners, tablecloths, shirts, pins).
3. **Define Target Member Profiles**
 - Identify **desired attributes for Breakfast Group, Impact Group, and Satellite Evening Group members.**
4. **Leverage Youth Connections**
 - Establish communication with **Interactors and Rotaractors** to encourage future membership.
 - Offer **discounted dues for young adults** to support early career professionals.



B. Member Retention

Goal: Reduce member attrition by **10% year-over-year** by enhancing engagement and addressing disengagement factors.

Strategies:

1. **Understand Disengagement Causes**
 - Conduct **exit interviews** to identify reasons for member turnover.
2. **Optimize Onboarding and Mentorship**
 - Strengthen **new member orientation, training, and mentorship programs.**
3. **Re-engage Inactive Members**
 - Implement **targeted outreach** to reconnect with disengaged members.
4. **Conduct Annual Member Satisfaction Surveys**
 - Gather insights to **assess and address evolving member needs.**

Priority 2: To Expand Our Reach

Goal: Strengthen community engagement by recruiting **diverse professionals and local leaders.**

Strategies:

1. **Recruit Key Community Stakeholders**
 - Extend invitations to **community leaders, educators, and faculty members** based on their availability.
2. **Diversify Membership Expertise**
 - Target recruitment efforts toward **specific professions** to enhance the Club's collective skill set.
3. **Foster Cross-Club Collaboration**
 - Organize **joint activities and service opportunities** with other Rotary Clubs.

A. Increase Participation in Club Events

Strategies:

1. **Improve Communication on Service Opportunities**
 - o Educate members about **partner organizations' missions** and encourage hands-on involvement.
2. **Encourage Service Participation**
 - o Require **recipient organizations** of Club support to provide **volunteer opportunities**.
3. **Strengthen Coordination with Nonprofits**
 - o Assign **designated champions** to enhance engagement with each **nonprofit organization**.

Goal: Boost attendance at **fellowship and networking events** to enhance camaraderie and member engagement.

1. **Organize Interest-Based Activities**
 - o Develop **fellowship groups** (e.g., book Clubs, movie nights, outdoor activities).
2. **Promote Business Networking**
 - o Host **networking events** to strengthen professional connections among members.
3. **Segment Social Events by Demographics**
 - o Design events that cater to **different age groups and member interests**.

Goal: Utilize modern communication tools and technology to enhance engagement and Club efficiency.

1. **Modernize Communication Methods**
 - Use **concise updates** (e.g., Twitter/X-style **140-character messages**) to streamline communication.
 - Establish a **leadership-controlled WhatsApp group** for official announcements.
 - Respect **member preferences** by **limiting unnecessary messaging**.
2. **Leverage Technology for Engagement**
 - Stay updated on **emerging digital trends** to attract younger members.
 - Introduce **innovative platforms** to improve collaboration and connectivity.





The Community Service Strategic Plan is designed to align the Rotary Club of Weston's community service initiatives with the Club's overarching strategic priorities. The plan focuses on enhancing outreach, maximizing community impact, and creating a sustainable framework that adapts to the Club's evolving goals and community needs.

Built on a foundation of data-driven insights and agility, this plan includes an annual review to incorporate lessons learned and adapt to shifting priorities. A semi-annual progress check ensures alignment with yearly objectives, promoting transparency and accountability throughout the process.

By fostering cross-priority collaboration, the plan encourages projects that simultaneously address multiple strategic goals, such as increasing impact, expanding reach, and boosting participant engagement.

By Year 4, the plan aims to ensure that every Club member participates in at least one volunteer opportunity annually. A diverse portfolio of projects will include local and international initiatives, hands-on and mentoring opportunities, and options for both in-person and remote participation. This portfolio will prioritize diversity, inclusivity, and accessibility to all members.

Priority 1: Increase Our Impact

Optimized Project Portfolio: Maintain a portfolio aligned with member interests and strategic goals. Conduct annual project evaluations to ensure continued relevance and success.

Member Input: Annually collect feedback from members on emerging community needs or interests to refresh and adapt the portfolio.

Project Diversity: Offer a variety of initiatives, including local and international projects, hands-on and mentoring opportunities, and remote options to ensure broad member engagement.

KPI Tracking and Feedback: Ensure 100% of engagements report on KPIs and include community feedback to measure success and guide future efforts.

School Partnerships: Collaborate with all local public schools, completing at least one project with each elementary, middle, and high school.

Signature Projects: Execute and maintain two signature projects aligned with the Club's priorities.

Legacy Project: Establish a long-term legacy project led by the Board of Directors, creating a lasting community impact.

Grants Committee: Form a dedicated committee to secure funding through district and global grants as well as external sources.

Community Service Impact Report: Publish an annual report summarizing achievements based on KPIs. Host an annual review session to discuss the report with members, partners, and the public.

- Develop deep engagement with local schools and community organizations through high-impact and legacy projects.
- Establish and maintain signature projects that align with the Club's strategic priorities.
- Implement a long-term legacy project led by the Board of Directors to create lasting community impact.
- Form a dedicated Grants Committee to secure funding through district and global grants as well as external sources.
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Priority 2: Expand Our Reach:

Member Education: Ensure all members, especially board members, understand community demographics and challenges at local, district, and international levels.

Media Partnerships: Strengthen collaborations with local media to raise awareness of the Club's initiatives.

Volunteer Engagement: Increase community participation by offering multiple opportunities for non-member volunteers.

Awareness Campaigns: Launch campaigns to highlight important issues and encourage community involvement.



- Engage new communities and build partnerships with local and district organizations.
- Strengthen collaborations with local media to raise awareness of the Club's initiatives.
- Launch awareness campaigns to highlight important issues and encourage community involvement.
- Increase non-member volunteer engagement by providing multiple opportunities for participation.

Priority 3: Enhance Participant Engagement Goals:

Effective Communication: Ensure all project communications effectively reach target audiences and maintain visibility of the Club's event calendar to sustain momentum.

Family Involvement: Continue hosting projects that encourage participation from members' families and friends.

Non-Rotarians' involvement: Invite non-rotarians to participate in our events.

Volunteer Feedback: Establish multiple feedback mechanisms, such as surveys and focus groups, to gather insights from participants.

Recognition Programs: Deliver community awards to honor outstanding contributions from both members and non-members, boosting morale and public awareness.

- Improve communication to ensure all and community participants stay informed.
- Encourage participation from members' families and non-Rotarians to foster inclusivity.
- Establish a feedback mechanism to gather insights from volunteers and community partners.
- Recognize outstanding contributions through awards and recognition programs.

Priority 4: Increase Our Ability to Adapt

Digital Tools and Procedures:

Create a centralized digital hub for community service resources, ensuring 100% member awareness and access.

Fully adopt a centralized platform for event management, enabling efficient tracking and engagement management.

MOUs: Ensure all organizations in the project portfolio have signed MOUs to formalize partnerships and align objectives.

Training for Champions: Provide comprehensive training for project champions, equipping them with the knowledge and tools needed to succeed. Develop a toolkit to ensure consistency and alignment with Club goals.

- Implement digital tools to streamline service project coordination and participation tracking.
- Formalize partnerships through Memorandums of Understanding (MOUs) with all organizations in the project portfolio.
- Provide structured training and resources for project leaders to ensure consistency and alignment with Club goals.

Youth Service Strategy

The **Rotary Club of Weston** recognizes that **investing in young leaders** is essential for ensuring the **long-term sustainability and growth** of both our Club and the broader Rotary mission. This **strategic plan for Youth Services** is designed to align with our Club's **core priorities**:

- **Impact** – Expanding the positive influence of Rotary by **empowering youth to lead and serve**.
- **Reach** – Increasing the accessibility and visibility of Rotary's **youth programs** in schools and the community.
- **Engagement** – Strengthening participation and retention in **Interact, Rotaract, RYLA**, and other youth leadership initiatives.
- **Adaptability** – Evolving our approach to **meet the changing needs** of young people in an increasingly digital and globalized world.



By developing **structured youth programs**, enhancing mentorship opportunities, and fostering service-driven leadership, the **Rotary Club of Weston** ensures that **youth-focused initiatives** will continue to thrive. This plan supports **service-minded students** in their journey from **early involvement in community service to lifelong engagement with Rotary**, ultimately cultivating **future leaders, Rotarians, and global citizens**.

Priority 1: Increase Our Impact

1. **Secure Funding for Scholarships**
 - Ensure ongoing funding for scholarships to students in need.
 - Expand the number of multi-year scholarships to increase their impact, even if it means reducing the overall quantity.
 - Provide the **RCWCF option for donors** to support long-term sustainability.
2. **Expand Youth Engagement Programs**
 - Identify students for the **Rotary Youth Exchange (RYE)** program.
 - Transform the **Elementary School Ambassador** program into a year-round initiative to maintain two-way communication with schools.
 - Provide **Youth Leadership Award (RYLA) Scholarships** on a routine, annual basis.
3. **Strengthen Community Relationships**
 - Engage **Broward County School Board members** by inviting them to participate in activities and sending congratulatory messages after elections.
 - Establish a **legacy program** led by the Board of Directors to create long-term value for the community.
4. **Enhance Mentorship Opportunities**
 - Link **Interact members with Rotaract members** to promote mentorship and sustained Rotary involvement after high school.

Priority 2: Expand Our Reach

1. **Broaden Scholarship Access**
 - Identify additional **nonprofit partners** to reach more “in-need” students.
 - Raise awareness of **scholarship opportunities** in underserved areas.

2. **Introduce Rotary to Middle Schools**

- Develop programs that teach **Rotary principles and values** to middle school students.

3. **Strengthen Partnerships and Collaboration**

- Collaborate with another **Rotary Club** (e.g., Hollywood) to adopt and support a school in a high-need area.
- Establish **two new Rota-kids programs annually**.

Priority 3: Enhance Participant Engagement

1. **Mentorship Programs**

- Create mentorship opportunities for **scholarship recipients and foster children**.

2. **Expand RYE Participation**

- Recruit **host families** and organize **cultural exchange events**.

3. **School-Based Honorary Memberships**

- Offer **honorary memberships for school leaders**, fostering closer ties with schools.

4. **Community Service Projects**

- Involve **Interact students** in more **community service activities**, including mentoring and internships.

Priority 4: Increase Our Ability to Adapt

1. **Encourage Alumni Engagement**

- Offer **reduced membership fees** for past scholarship recipients, Interact, and Rotaract alumni.

2. **Annual Impact Surveys**

- Implement surveys to measure the impact of **scholarships and mentorships**.

3. **Comprehensive Contact Database**

- Develop a database for all **Youth Services contacts**, including students, parents, and community partners.



Public Image Strategy

This strategic plan aligns Rotary International's branding guidelines with the Rotary Club of Weston's goals to enhance its public image and strengthen community connections.



Priority 1: To Increase Our Impact

- **Goal:** Enhance the visibility of the Rotary Club of Weston in the community by achieving a 10% annual growth in social media engagement (likes, shares, comments) and gaining exposure in at least three (3) new local media outlets by 2028.
- **Actions to Increase Impact:**
 - Enhance **Social Media Presence** by producing consistent, high-quality content (minimum of two posts per week) across Facebook, Instagram, and LinkedIn.
 - **Measure:** Monitor monthly growth in followers, engagement (likes, comments, shares), and reach (total audience).
 - Build **Press and Media Relations** by collaborating with three (3) new local media outlets to secure at least four (4) feature articles annually about the Club's events, service projects, and member achievements.

Priority 2: To Expand Our Reach

- **Goal:** Strengthen community connections and broaden public awareness of the Club's activities.
- **Actions to Expand Reach:**
 - Actively participate in at least three (3) major community events annually, such as city fairs, environmental initiatives, and school-based activities, to increase local visibility and engagement.
 - **Measure:** Track participation at events and evaluate the Club's exposure and community interaction.
 - Conduct **Community Surveys** to understand residents' perceptions of the Club's role and contributions, identifying areas for improvement.

Priority 3: To Enhance Participant Engagement

- **Goal:** Foster engagement by ensuring members and the public connect meaningfully with the Club's mission and achievements.
- **Actions to Enhance Engagement:**
 - Develop branded, consistent public-facing materials (newsletters, flyers, and the website) that align with Rotary International branding guidelines.
 - Increase transparency by regularly updating the website with upcoming events, success stories, and impact metrics.
 - Involve members and community stakeholders in feedback processes through surveys and focus groups.

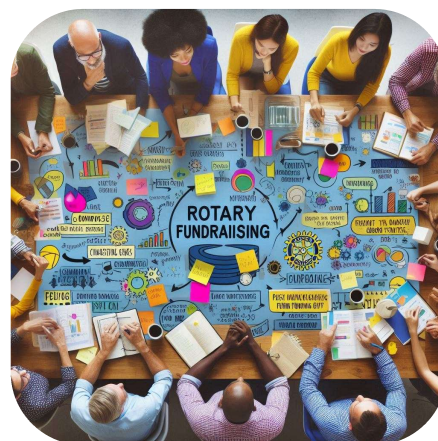
Priority 4: To Increase Our Ability to Adapt

- **Goal:** Modernize communication strategies and ensure alignment with evolving audience expectations and technology trends.
- **Actions to Adapt:**
 - Use advanced analytics tools to monitor social media and website performance, allowing real-time adjustments to outreach strategies.
 - Leverage new platforms or tools, such as short-form video or emerging social media trends, to reach diverse audiences.
 - Simplify messaging for digital channels to ensure concise, engaging communication.

Fundraising Strategy

This **strategic plan for fundraising** is designed to align with the **Rotary Club of Weston's broader priorities of increasing impact, expanding reach, enhancing engagement, and strengthening adaptability**. By strategically developing fundraising initiatives, the Club will **secure the financial resources necessary** to support **local and global service projects, strengthen partnerships, and engage members and the community** in meaningful ways.

A well-structured fundraising strategy will **ensure sustained financial growth**, allowing the Rotary Club of Weston to **increase its charitable impact, expand service opportunities, and provide leadership development programs** while maintaining the Club's financial health and stability.



Priority 1: Increase Our Impact

Goals:

1. Achieve a **30% increase in overall non-operational fundraising net revenue** over the next three years to support local and international service projects while implementing cost-reduction strategies.
2. Strengthen the operational budget by generating an **additional \$5,000 annually** through dedicated fundraising efforts.

Objectives:

Diversify Non-Operational Fundraising Events:

- Explore and implement a **new annual signature fundraising event** by 2026 that aligns with Rotary's mission and has the potential to generate significant revenue.
- Host at least **one thematic fundraising event annually**, such as the **9/11 Stair Climb Challenge**, targeting an average net income of **\$5,000 per event**.
- Evaluate the performance and impact of **existing fundraising events** to ensure alignment with Club priorities and maximize revenue potential.

Operational Fundraising Initiatives:

- Identify and implement at least **one dedicated fundraising project** to support operational expenses, ensuring the Club's financial sustainability for day-to-day activities.

Priority 2: Expand Our Reach

Goals:

1. Enhance visibility and engagement with local and national businesses to grow corporate sponsorship.
2. Secure a **minimum of two new major sponsors** (contributing **\$5,000 or more annually**) by 2028 to support the Club's initiatives and increase impact.

Objectives:

Corporate Sponsorship Growth:

- Expand the Club's corporate sponsorship program by targeting high-potential industries and organizations with shared values and philanthropic interests.
- Develop tailored sponsorship packages that emphasize the mutual benefits of partnership, including **brand visibility, community impact, and corporate social responsibility**.
- Leverage the Club's events and initiatives to **showcase Rotary's impact** and build strong relationships with potential sponsors.

Community Collaboration:

- Partner with other local organizations to **increase the Club's reach, attract new sponsors, and enhance event participation**.
- Highlight sponsorship **success stories** in communications to encourage other businesses to participate.

Priority 3: Enhance Participant Engagement

Goals:

1. Engage at least **75% of Club members** in fundraising efforts annually to strengthen the success of events and campaigns.

Objectives:

Member Involvement in Fundraising:

- Establish clear expectations for **member participation**, such as:
 - Volunteering in event planning and implementation.
 - Personally sponsoring or contributing to events.
 - Promoting events to personal and professional networks.
 - Securing commitments from prospective sponsors, donors, and guests.
- Create a **recognition program** to celebrate and motivate members who demonstrate exceptional dedication to fundraising initiatives.

Increase Collaboration Across Committees:

- Encourage collaboration between **fundraising, membership, and public image committees** to align efforts, maximize resources, and increase participation.

Training and Support:

- Provide members with **training and resources** to enhance their ability to secure sponsorships, promote events, and engage their networks effectively.

Priority 4: Increase Our Ability to Adapt

Goals:

1. Leverage **digital tools and strategies** to expand fundraising capabilities and donor outreach.

Objectives:

Develop Online Fundraising Platforms:

- Create and implement a **user-friendly online donation platform** that ensures a seamless donor experience and compliance with Rotary branding standards.
- Integrate the platform with the Club's **website, social media channels, and email campaigns** to maximize visibility and accessibility.

Digital Fundraising Growth:

- Increase online contributions by **15% annually** through targeted digital campaigns, including:
 - Engaging social media content, such as videos, testimonials, and event highlights.
 - Strategic email outreach to donors, sponsors, and members.
 - Partnering with local influencers and community leaders to promote campaigns online.

Innovate with Technology:

- Regularly evaluate and adopt **emerging technologies** and platforms to improve outreach, donor engagement, and fundraising success.
- Use **data analytics** to track campaign performance and identify areas for improvement.
- Develop an **agile communication strategy** to quickly adapt to donor preferences and market trends.



Leadership Development:

The **Leadership Development Plan** provides a **structured roadmap** to cultivate **strong, resilient, and adaptive leadership** within the **Rotary Club of Weston** over the next five years. This plan ensures that Club leadership remains **visionary, inclusive, and future-focused**, while equipping members with the necessary skills, experience, and confidence to lead at both Club and district levels.



Priority 1: Increase Our Impact

Goal: Foster a strong leadership pipeline to ensure sustained growth and effective governance.

Strategies:

1. Leadership Mentor Program:

- Launch a mentorship initiative by 2025, pairing seasoned Rotary leaders with newer or prospective Club leaders.
- Enroll at least four prospective leaders in the program in the first year.
- Expand the program annually to strengthen leadership development and Club continuity.

2. Succession Planning:

- Develop a formal **succession plan** by 2025, ensuring all key leadership roles have at least two identified successors.
- Integrate leadership development into Club activities and governance.

Priority 2: Expand Our Reach

Goal: Enhance leadership opportunities for young professionals and emerging leaders.

Strategies:

1. Young Leadership Development Track:

- Establish a **dedicated leadership track** for members under 40, offering opportunities to chair committees, lead initiatives, and take on key responsibilities.
- Provide pathways for younger members to transition into **higher leadership positions** at the Club and district level.

2. Corporate Engagement:

- Partner with local corporations to **encourage junior and mid-level managers** to join the Rotary Club.
- Position the Club as a **platform for professional growth and civic engagement** through leadership opportunities.

Priority 3: Enhance Participant Engagement

Goal: Increase participation in leadership training and development activities.

Strategies:

1. Leadership Training:

- Ensure at least **80% of board members and committee chairs** participate in **district-level leadership development programs** and Rotary Leadership Institute (RLI) sessions annually.
- Expand training opportunities over time to reach more members.

2. Interactive Workshops:

- Organize hands-on **leadership skill-building workshops** during Club meetings or retreats.
- Focus on topics such as **strategic thinking, conflict resolution, and team management**.

Priority 4: Increase Our Ability to Adapt

Goal: Build a resilient and forward-thinking leadership framework.

Strategies:

1. **Dynamic Leadership Models:**

- Regularly **review and update leadership structures** to adapt to Club and member needs.
- Ensure leadership roles remain **flexible and responsive** to changes within Rotary and the community.

2. **Feedback and Growth:**

- Implement a **leadership feedback loop** to gather insights from members and continuously refine leadership approaches.

3. **Technology in Leadership:**

- Leverage **modern tools and platforms** to enhance leadership development, mentorship tracking, and succession planning.



Satellite Groups

As of today, the **Rotary Club of Weston (RCW)** includes a **Satellite Evening Group** and an **Impact Spanish Group**. They serve as integral components of the **Rotary Club of Weston (RCW)**, fostering inclusivity and expanding service outreach. The **Satellite Evening Group** provides an alternative meeting format for professionals and community members seeking engagement outside of traditional meeting hours, while the **Impact Spanish Group** focuses on community initiatives specifically aimed at **Spanish-speaking populations**. These groups strengthen the overall mission of RCW by offering diverse participation opportunities, enhancing service capabilities, and increasing Rotary's reach.



1. Strategic Priorities and Objectives

Priority 1: Strengthen Membership Growth & Engagement

Expanding the membership base while fostering meaningful engagement remains a fundamental objective.

- **Objective 1.1: Increase Membership**

- Identify and recruit professionals and community leaders who align with Rotary's mission.
- Develop **multilingual outreach initiatives** to ensure accessibility to diverse populations, particularly within the Impact Spanish Group.
- Offer flexible membership options to accommodate busy professionals, retirees, and community leaders.

- **Objective 1.2: Improve Member Retention and Satisfaction**

- Implement structured onboarding and mentorship programs to integrate new members effectively.
- Establish **regular networking and fellowship events** to strengthen member relationships and engagement.
- Gather **quarterly feedback** from members to address engagement gaps and continuously enhance the experience.

Priority 2: Expand Community Service & Impact

Service projects are at the core of both groups' missions, ensuring direct contributions to the well-being of the community.

- **Objective 2.1: Execute At Least Five Service Projects Annually**

- Establish a **signature project** focused on addressing a key local issue (e.g., literacy programs, food security, health screenings, environmental).
- Strengthen partnerships with **local nonprofits, government agencies, and businesses** to amplify service impact.
- Encourage cross-collaboration with other Rotary Clubs for multi-Club initiatives.

- **Objective 2.2: Develop Bilingual Service Opportunities**

- Implement programs catering to Spanish-speaking communities, such as **citizenship workshops, language tutoring, and health awareness campaigns**.
- Provide **translation services** at events to improve accessibility and participation.

Priority 3: Enhance Leadership Development & Governance

To ensure sustainability, leadership training and governance structures must be robust and adaptive.

- **Objective 3.1: Develop a Leadership Pipeline**
 - Create a **mentorship and leadership training program** to prepare future Club leaders.
 - Encourage participation in **Rotary Leadership Institute (RLI) and district training** opportunities.
 - Appoint **ambassadors** within the Satellite and Impact groups to serve as liaisons for RCW initiatives.
- **Objective 3.2: Strengthen Governance and Oversight**
 - Hold **quarterly leadership review meetings** to assess strategic progress.
 - Improve financial oversight by integrating **fundraising accountability and transparent reporting**.

Priority 4: Increase Fundraising Capabilities

To sustain community service initiatives, financial stability through fundraising and sponsorships is essential.

- **Objective 4.1: Establish Independent Fundraising Initiatives**
 - Develop **at least one annual fundraising event** to support the Satellite and Impact Group projects.
 - Secure **corporate sponsorships** from businesses interested in community engagement.
 - Explore grant opportunities tailored to bilingual education and minority support programs.
- **Objective 4.2: Improve Financial Management and Transparency**
 - Work closely with the **RCW Treasurer** to ensure compliance with financial policies.
 - Maintain **detailed financial records** for funds raised and allocated for service projects.

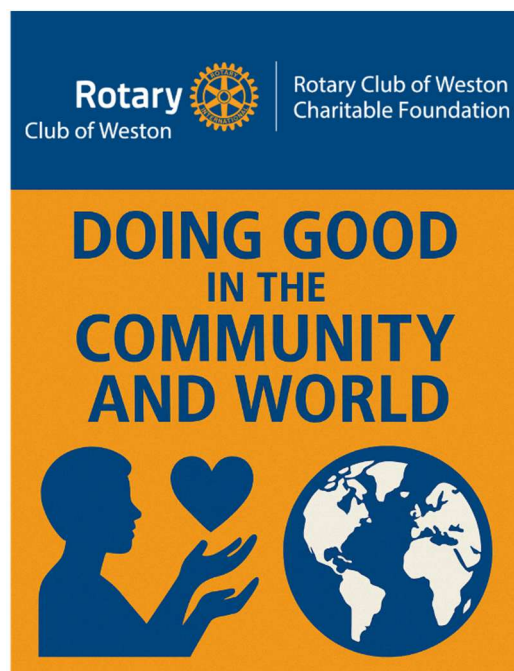
Priority 5: Strengthen Public Image and Outreach

A strong public image increases visibility, attracts new members, and enhances community trust.

- **Objective 5.1: Develop a Digital Engagement Strategy**
 - Utilize **social media platforms (Facebook, Instagram, LinkedIn, WhatsApp)** to share success stories and promote upcoming initiatives.
 - Establish a **bilingual website section** with information about Rotary, membership benefits, and service opportunities.
 - Increase media presence by engaging with **local Spanish-language newspapers and radio stations**.
- **Objective 5.2: Conduct Community Awareness Campaigns**
 - Organize **Rotary informational sessions in Spanish** to introduce Rotary to new audiences.
 - Develop a **monthly newsletter** featuring updates, upcoming events, and member spotlights.

The **Rotary Club of Weston Charitable Foundation (RCWCF)** serves as the **primary vehicle for advancing and implementing the charitable mission** of The Rotary Club of Weston. As a dedicated nonprofit entity, RCWCF supports and manages the financial and operational resources required to execute impactful service projects, community outreach, and humanitarian initiatives locally and internationally.

Through RCWCF, the Rotary Club of Weston ensures that its philanthropic activities are conducted with **transparency, accountability, and strategic alignment** to Rotary's core values. The Foundation enables members, partners, and donors to contribute to causes with confidence, knowing that their support directly benefits the communities the Club is committed to serving.



Priority 1: To Increase Our Impact

Goal: Enhance awareness of RCWCF as a leading resource for charitable gift planning.

Strategies:

1. **Public Relations & Awareness Campaign**
 - Educate the **general community** about **RCWCF's role** through targeted outreach efforts.
2. **Member Engagement & Internal Communications**
 - Conduct **quarterly outreach** to **Rotary Club of Weston members** to increase awareness and participation.
 - Present updates on **RCWCF activities** at **Rotary Club of Weston meetings** at least **twice a year**.
3. **Event-Based Promotion**
 - Develop an **event similar to the Rotary Umbrella program** to be used at **Rotary Club meetings** for promotional purposes.
4. **Digital Presence & Accessibility**
 - Create and regularly **update a dedicated website** for **RCWCF**, ensuring valuable content for both Rotary and non-Rotary members, including potential sponsors and donors.

Priority 2: To Expand Our Reach

Goal: Increase member and professional community engagement with RCWCF.

Strategies:

1. **Rotary Club Member Engagement**
 - **RCWCF Board and Committee members** proactively reach out to **Club members** to encourage participation.
 - Establish a **joint task force** between **RCWCF and Rotary Club of Weston members** to promote collaborative involvement.
 - Introduce an **annual award** to recognize **one Club member and one non-Club member** for their contributions to **RCWCF**.
2. **Professional Advisor Engagement & Planned Giving Council**
 - Expand the **Planned Giving Council** by increasing **social and networking opportunities** such as **lunches and professional meet-ups**.

- Identify and recruit **key professionals** from the **planned giving and major gifts** sector, including Lawyers, Accountants, Financial Advisors, Trust Officers, Bankers, Directors

Priority 3: To Enhance Participant Engagement

Goal: Increase participation in charitable giving and donor engagement.

Strategies:

1. Regular Charitable Giving Reports

- Report **all charitable gifts and contributions** at **Rotary Club of Weston meetings** on an ongoing basis to maintain transparency and encourage further donations.

2. Legacy & Planned Giving Expansion

- Promote **gift intentions, pledges, and legacy giving commitments** through targeted donor outreach and education.

Priority 4: To Increase Our Ability to Adapt

Goal: Ensure RCWCF remains flexible, innovative, and sustainable in its approach to fundraising and community impact.

Strategies:

1. Data-Driven Decision Making

- Evaluate **engagement, awareness, and donor growth** through regular feedback and reporting.

2. Continuous Improvement & Strategic Adjustments

- Use member and donor insights to **refine messaging, outreach, and fundraising approaches** over time.

7. Risk Management Strategy

The following risk management strategy aims to identify, mitigate, and monitor potential risks that could impact the Rotary Club of Weston's operations, finances, reputation, and strategic goals. It ensures the Club's resilience and adaptability while safeguarding its members, resources, and community trust.

1. Objectives of the Risk Management Strategy

- Protect the Rotary Club of Weston's assets and reputation.
- Ensure the safety and well-being of members, volunteers, and participants.
- Comply with legal, financial, and Rotary International policies.
- Minimize disruption to operations, events, and projects.
- Promote a culture of proactive risk awareness and accountability.

2. Categories of Risk

a. Governance Risks:

- Non-compliance with Rotary International guidelines or local regulations.
- Leadership transitions causing disruption in operations.
- Inadequate documentation or succession planning.

b. Financial Risks:

- Mismanagement or loss of funds.
- Insufficient fundraising to meet program objectives.
- Over-reliance on a limited number of donors or sponsors.

c. Operational Risks:

- Cancellation or disruption of events due to unforeseen circumstances (e.g., weather, pandemics).
- Lack of volunteers or member engagement to execute projects effectively.

d. Reputational Risks:

- Negative publicity from a failed event or community misunderstanding.
- Inappropriate behavior or conflict among members or with the public.

e. Legal Risks:

- Liability for injury during events or service projects.
- Breach of data privacy regulations (e.g., storing and using personal contact information).

3. Risk Management Framework

Step 1: Risk Identification

- Conduct annual risk assessments during board planning meetings.
- Identify risks associated with all events, projects, and fundraising activities.
- Include member input and community feedback to identify emerging risks.

Step 2: Risk Analysis

- Evaluate risks based on their likelihood and potential impact (high, medium, low).
- Prioritize risks that could severely affect financial stability, safety, or reputation.

Step 3: Risk Mitigation

- Develop strategies to reduce the likelihood and impact of identified risks.
- Assign responsible parties to implement and monitor mitigation measures.

Step 4: Monitoring and Review

- Establish a risk management committee to oversee and review risk mitigation efforts quarterly.
- Maintain a risk register to track identified risks, mitigation efforts, and outcomes.
- Adapt strategies based on outcomes, feedback, and changing circumstances.

4. Key Risk Mitigation Strategies

a. Governance Risks

- Ensure compliance with Rotary International and legal guidelines through regular audits and training.
- Develop a detailed succession plan for leadership roles, including mentorship and shadowing programs.
- Maintain up-to-date bylaws, policies, and procedures, reviewing them annually.

b. Financial Risks

- Diversify revenue streams by developing new fundraising initiatives and securing grants.
- Establish financial controls, including dual signatories for expenses and regular audits.
- Build and maintain a financial reserve equivalent to six months of operational costs.

c. Operational Risks

- Develop contingency plans for events and projects, including backup venues and dates.
- Strengthen volunteer recruitment and retention through targeted engagement strategies.
- Train event leaders and volunteers on risk management, including safety protocols and incident response.

d. Reputational Risks

- Create a code of conduct for members and volunteers, emphasizing professionalism and respect.
- Develop a crisis communication plan to address potential public relations issues swiftly.
- Monitor community sentiment regularly through surveys and feedback mechanisms.

e. Legal Risks

- Obtain liability insurance for all events and projects.
- Require signed waivers for event participants and volunteers when appropriate.
- Ensure compliance with data protection laws by safeguarding member and participant information.

5. Monitoring and Evaluation

- **Quarterly Risk Review:** The board and risk management committee will review progress on mitigating risks and update the risk register.
- **Annual Assessment:** Incorporate risk evaluation into the strategic planning process to ensure alignment with long-term goals.
- **Feedback Loop:** Solicit feedback from members and stakeholders to identify new risks or improve existing mitigation strategies.

6. Key Performance Indicators (KPIs)

- **Governance:** 100% compliance with Rotary International and legal requirements annually.
- **Financial:** Maintain a six-month operational reserve and achieve 90% accuracy in budget forecasts.
- **Operational:** Achieve a 95% success rate for planned events without major disruptions.
- **Reputational:** Maintain a 90% positive community feedback rating for events and initiatives.
- **Legal:** Zero legal claims or data breaches annually.

7. Embedding a Risk-Aware Culture

- Include risk management training in onboarding for new members and board members.
- Promote transparency by sharing risk management efforts and successes during meetings and newsletters.
- Encourage open dialogue about potential risks and improvement opportunities at all levels.

8. Key Performance Indicators (KPIs) and Progress Benchmarks

Membership Growth KPIs

Priority 1: Increase Our Impact – Membership Growth & Retention KPIs

Membership Growth Target - KPI: Total number of members at the end of each Rotary year.

Rotary Year Ending	June 2025	June 2026	June 2027	June 2028	June 2029
Total Members	140	144	149	152	157

Member Retention Target - KPI: Maximum percentage of members who leave the Club annually.

Rotary Year Ending	June 2026	June 2027	June 2028	June 2029
% of Members Leaving	10%	10%	10%	10%

Priority 2: Expand Our Reach

Community & Professional Engagement KPIs

Metric	Target
New Community Leaders Recruited Annually	At least 5 per year
New Professional Sectors Represented	Add 2-3 new industries annually
Joint Rotary Club Initiatives	Organize at least 2 per year

Priority 3: Enhance Participant Engagement

Event Participation - KPI: Average number of events (outside Club Meetings) attended per member annually.

Rotary Year Ending	June 2026	June 2027	June 2028	June 2029
Events per Member	10	12	12	12

Participation in Social Events -KPI: Attendance growth at social events, measured by **total members per event** compared to the previous year.

Metric	Target
Total Members per Social Event	Increase by 10% year-over-year
Networking Event Participation	Minimum of 50% of members attending annually

Priority 4: Increase Our Ability to Adapt

Technology & Communication KPIs

Metric	Target
WhatsApp Group Implementation	Establish and maintain by 2025
Member Satisfaction with Communications	80% of members express satisfaction in annual surveys
Digital Engagement Growth	Increase social media interactions by 15% annually
New Technology Adoption	Implement at least one new engagement platform by 2027

Community Service KPIs

Priority 1: Increase Our Impact

KPIs:

- By Year 1, define KPIs for evaluating each project's contribution and community impact.
- By Year 2, ensure 100% of engagements report KPIs to the community service committee.
- Increase community feedback by 10% annually, reaching 40% by Year 4.
- Publish an annual Community Service Impact Report and conduct a review session each year.

School Engagement KPIs:

- Year 1: Engage 20% of Weston's public elementary schools in at least one project.
- Year 2: Engage 40% of elementary schools and 30% of middle schools.
- Year 3: Engage 80% of elementary schools and 60% of middle schools.
- Year 4: Engage 100% of elementary and middle schools.
- Annually complete at least two joint projects with Cypress Bay and Western High Schools.

Signature and Legacy Projects KPIs:

- Year 1: Launch one signature project.
- Year 3: Establish a second signature project.
- Maintain both signature projects through Year 4.
- Annually complete one Board-led legacy project.

Funding Collection KPIs:

Funding Type	2025-2026	2026-2027	2027-2028	2028-2029
District Grants	6	6	6	6
Global Grants	0	1	1	2
External Grants	0	0	1	1

Priority 2: Expand Our Reach

KPIs:

- Year 1: Conduct an annual workshop to educate members on local demographics and challenges.
- Year 2: Ensure 60% of members understand local demographics, 30% understand district demographics, and maintain 100% for Board members.
- Year 4: Achieve 100% understanding of local demographics and 60% of district demographics.
- Annually launch one community awareness campaign.
- Year 1: Create one volunteer opportunity for non-Rotarians.
- Years 2-4: Expand to at least two opportunities per year for non-Rotarians.

Priority 3: Enhance Participant Engagement

KPIs:

- Year 1: Organize one project oriented toward non-Rotarians.
- Years 2-4: Expand projects to involve 2, 4, and 4 non-Rotarian-focused initiatives, respectively.
- Maintain a visible and regularly updated event calendar.
- Collect volunteer feedback through surveys and focus groups after each major event.

Priority 4: Increase Our Ability to Adapt

KPIs:

- Year 1: Create a centralized digital hub for community service resources.
- Year 2: Ensure 50% of members volunteer in at least one opportunity per year.
- Years 3-4: Expand to at least 75% and 100% participation, respectively.
- Formalize partnerships with all service organizations by requiring signed MOUs.
- Provide annual training workshops for project leaders.

Priority 1: Increase Our Impact

1. Scholarship Funding Targets:

- **2025-2026:** Secure \$200,000 through fundraising and grants.
- **2026-2027:** Increase funding to \$225,000.
- **2027-2028:** Grow funding to \$250,000 and diversify sources.
- **2028-2029:** Sustain funding levels.

2. Youth Engagement Programs:

- **2025-2026:** Identify **one RYE participant** and engage **two schools** in the Ambassador program.
- **2026-2027:** Increase to **one inbound and one outbound RYE participant** and involve **three schools**.
- **2027-2028:** Support **one inbound and one outbound RYE student** and expand to **four schools**.
- **2028-2029:** Sustain these numbers while ensuring program quality.

3. Mentorship Program:

- **2025-2026:** Pilot mentorship with **two Interact-Rotaract pairs**.
- **2026-2027:** Expand to **four mentorship pairs** and implement mentor training.
- **2027-2028:** Scale to **seven mentorship pairs**, including program feedback.
- **2028-2029:** Sustain **seven mentorship pairs** and evaluate program impact.

Priority 2: Expand Our Reach

1. Scholarship Access:

- **2025-2026:** Partner with **one new nonprofit**.
- **2026-2027:** Partner with **two more new nonprofits**.
- **2028-2029:** Sustain and grow partnerships as needed.

2. Middle School Programs:

- **2025-2026:** Introduce Rotary initiatives in **one middle school**.
- **2026-2027:** Expand to **two schools**, tracking engagement.
- **2028-2029:** Sustain programs in **three schools** with feedback mechanisms.

3. Rota-kids and Collaborations:

- **2025-2026:** Launch **two Rota-kids programs** and **one inter-district project**.
- **2027-2028:** Establish **six Rota-kids programs** and **two inter-district collaborations**.
- **2028-2029:** Maintain all programs and increase engagement by **10%**.

Priority 3: Enhance Participant Engagement

1. Mentorship Expansion:

- **2025-2026:** Launch mentorship for **five scholarship recipients**.
- **2028-2029:** Scale to **10 mentees**.

2. RYE Participation:

- **2025-2026:** Host **one RYE student annually**.
- **2027-2028:** Scale to **two students**.
- **2028-2029:** Organize **three events per year** with RCW member involvement.

3. School-Based Honorary Memberships:

- **2025-2026:** Start with **three honorary memberships**.
- **2028-2029:** Grow to **five honorary members**.

4. Community Service Projects:

- **2025-2026:** Organize **two projects** with Interact students.
- **2028-2029:** Increase to **four projects**.

Priority 4: Increase Our Ability to Adapt

1. Alumni Engagement:

- **2025-2026:** Recruit **three alumni members**.
- **2028-2029:** Increase to **five alumni members**.

2. Impact Surveys:

- **2025-2026:** Achieve a **30% survey response rate**.
- **2026-2027:** Grow to **50% response rate**.

3. Contact Database:

- **2025-2026:** Compile and utilize a database for **quarterly newsletters and event invites**.
- **2028-2029:** Maintain and expand it annually.

Priority 1: Increase Our Impact

- Achieve a **5% annual increase** in social media engagement (likes, shares, comments).
- Gain exposure in **at least one (1) new local media outlet per year**.
- Secure **at least two (2) feature articles annually** about the Club's initiatives.

Milestones:

- **2025:** Increase social media engagement by 5%, gain exposure in one new media outlet, and secure at least one feature article.
- **2026:** Increase engagement by another 5%, gain exposure in an additional media outlet, and secure at least two feature articles.
- **2027:** Continue 5% annual engagement growth, gain another media outlet, and maintain at least two feature articles.
- **2028:** Reach a cumulative 20% increase in engagement since 2024, with exposure in at least three new media outlets and two feature articles annually.

Priority 2: Expand Our Reach

- Participate in **at least two (2) major community events annually**.
- Conduct **one (1) community survey every two years** to assess awareness and identify areas for improvement.

Milestones:

- **2025:** Participate in two major community events and conduct the first community survey.
- **2026:** Maintain participation in two community events, analyze survey results, and adjust strategies.
- **2027:** Continue participation and refine community survey for better response rates.
- **2028:** Ensure steady event participation and measurable improvements in community awareness.

Priority 3: Enhance Participant Engagement

- Develop and distribute **branded materials** such as newsletters and flyers at least twice per year.
- Implement **biannual website updates** to include events and success stories.
- Increase member contributions to Club communications, ensuring at least **30% of members** actively participate in content creation.

Milestones:

- **2025:** Introduce branded materials, update the website twice, and encourage at least five members to contribute content.
- **2026:** Expand branded materials and impact reporting, engage at least two additional members in communications.
- **2027:** Introduce interactive digital newsletters, increase website traffic by 10%, and add three more content contributors.
- **2028:** Ensure all Club communication aligns with Rotary branding and reach at least 30% member participation in outreach efforts.

Priority 4: Increase Our Ability to Adapt

- Implement **basic social media analytics tracking** to monitor engagement trends.
- Experiment with **one (1) new digital communication method** per year, such as short-form video or a new platform.
- Improve digital messaging by ensuring **concise and engaging content** across all online platforms.

Milestones:

- **2025:** Set up analytics tracking for social media, test short-form videos, and refine digital messaging.
- **2026:** Expand to at least 1 new platform based on audience insights and increase content production.
- **2027:** Use data-driven insights to improve outreach and explore new social media trends.
- **2028:** Maintain an adaptable strategy by integrating emerging technologies and communication tools.

Fundraising KPIs

Fundraising Revenue Growth

Year Ending	Non-Operational Increase (%)	Revenue	Operational Increase (\$)	Revenue	Total Fundraising Revenue Growth (%)
June 2025	+10%		+\$5,000		+12%
June 2026	+20%		+\$5,000		+16%
June 2027	+30%		+\$5,000		+20%
June 2028	Maintain 30% Growth		+\$5,000		Sustain
June 2029	Sustain		+\$5,000		Sustain

Corporate Sponsorship Benchmarks

Year Ending	New Sponsors Secured (Cumulative)	Total Sponsorship Revenue (\$)
June 2025	1	\$10,000
June 2026	1	\$15,000
June 2027	2	\$20,000
June 2028	2	\$25,000
June 2029	2+	\$30,000

Member Engagement in Fundraising

Year Ending	Member Participation (%)	Volunteer Hours (Cumulative)	Average Sponsorships/Member
June 2025	50%	500	0.5
June 2026	60%	750	0.8
June 2027	65%	1,000	1.0
June 2028	70%	1,250	1.2
June 2029	75%	1,500	1.5

Online Fundraising Benchmarks

Year Ending	Annual Online Contribution Growth (%)	Total Online Contributions (\$)
June 2025	+15%	\$11,500
June 2026	+15%	\$13,225
June 2027	+15%	\$15,209
June 2028	+15%	\$17,490
June 2029	+15%	\$20,114

Leadership Development KPIs

Mentorship Program Benchmarks

Year Ending	Program Milestones
June 2025	Launch program with 4 mentees.
June 2026	Expand to 6 mentees and collect feedback.
June 2027	Increase to 10 mentees, transition oversight to Club leaders.
June 2028	Institutionalize program with 12 active pairings.
June 2029	Evaluate and refine program for long-term impact.

Succession Planning Benchmarks

Year Ending	Succession Plan Implementation
June 2025	Develop formal succession plan, identifying key roles and successors.
June 2026	Finalize plan with two identified successors per key role.
June 2027	Review plan effectiveness and make adjustments.
June 2028	Fully implement the plan to ensure leadership readiness.
June 2029	Review and refine succession strategies for upcoming transitions.

Young Leadership Development Benchmarks

Year Ending	Young Leaders Engagement Goals
June 2025	Launch leadership track for members under 40.
June 2026	Increase young leaders' involvement in key Club roles.
June 2027	Expand track to include district-level projects.
June 2028	Transition young leaders into higher Club leadership positions.
June 2029	Establish a leadership evolution strategy for young members.

Corporate Engagement Benchmarks

Year Ending	Corporate Partnerships Growth
June 2025	Develop a corporate engagement strategy.
June 2026	Establish formal partnerships with at least 2 corporations.
June 2027	Expand partnerships to bring in more junior and mid-level managers.
June 2028	Strengthen long-term corporate relationships.
June 2029	Enhance corporate involvement in leadership and civic engagement.

Leadership Training and Workshop Participation Benchmarks

Year Ending	Leadership Training Participation (%)	Workshops Held Per Year
June 2025	80%	2
June 2026	80%	2
June 2027	85%	4
June 2028	90%	4
June 2029	95%	4+

Dynamic Leadership and Adaptability Benchmarks

Year Ending	Leadership Model Enhancements
June 2025	Regularly review leadership structures.
June 2026	Ensure leadership flexibility and responsiveness.
June 2027	Adjust models based on Club growth and changes.
June 2028	Keep leadership structures forward-thinking.
June 2029	Use feedback and data to refine leadership models.

Technology in Leadership Benchmarks

Year Ending	Leadership Technology Integration
June 2025	Implement modern tools for mentorship tracking and succession planning.
June 2026	Expand technology use for leadership activities.
June 2027	Leverage data analytics to improve leadership strategies.
June 2028	Enhance digital platforms for efficiency and impact.
June 2029	Adopt cutting-edge technology for leadership development.

Satellite Groups KPIs

To ensure accountability, the following Key Performance Indicators (KPIs) will be monitored:

Strategic Priority	Performance Indicator	Target (Annual)
Membership Growth	New members recruited	+5% growth
Engagement	Member retention rate	85% retention
Service Impact	Community projects executed	5+ annually
Leadership	Members enrolled in leadership training	2+ annually
Fundraising	Funds raised through events and sponsorships	\$5,000+
Public Image	Social media engagement growth	+20%

Rotary Club of Weston Charitable Foundation KPIs

Priority 1: Increase Our Impact – Awareness and Community Engagement KPIs

Metric	Target
Increase in Attendance at RCWCF Activities	10% increase in participation.
Website Development & Engagement	Launch and maintain an RCWCF website with regular content updates for members, donors, and sponsors.
Club Awareness Presentations	Deliver at least two (2) presentations annually to the Rotary Club of Weston .

Priority 2: Expand Our Reach – Member and Professional Advisor Engagement KPIs

Metric	Target
Rotary Member Participation	10% of Club members engaged in at least one RCWCF-focused activity annually.
Rotary Member Awareness	50% of Club members can clearly explain the difference between The Rotary Foundation and RCWCF .
Professional Advisor Involvement	Increase interactions from professional advisors by 20% (baseline to be established).
New Corporate & Professional Partnerships	Establish formal partnerships with at least two (2) major corporate or professional entities for planned giving and donor engagement.

Priority 3: Enhance Participant Engagement – Charitable Contributions & Giving Growth KPIs

Metric	Target
Number of Gifts to Charities	Increase the total number of charitable gifts facilitated through RCWCF.
Total Value of Gifts	Increase the total financial value of charitable donations to RCWCF.
Gift Intentions & Pledges	Grow the number of legacy gifts and long-term pledges made through RCWCF.

Priority 4: Increase Our Ability to Adapt – Sustainability & Strategic Growth KPIs

Metric	Target
Data Collection & Analysis	Implement a quarterly review system to track fundraising performance, engagement trends, and donor activity .
Strategy Adjustments	Evaluate annual member and donor feedback to refine outreach and engagement strategies.
Fundraising Efficiency	Assess the return on investment (ROI) for fundraising activities and events, ensuring financial sustainability.

9. Closing Statement

The Rotary Club of Weston's 2025–2029 Strategic Plan is both a roadmap and a reflection of our collective purpose—to serve with impact, to lead with integrity, and to build a sustainable future for our community and beyond. Rooted in Rotary's values and guided by our shared commitment to Service Above Self, this plan outlines actionable goals that will elevate our club's presence, performance, and purpose over the next four years.

As we move forward, this plan will be a living document—adaptable, collaborative, and continually refined through feedback and innovation. Its success will depend not only on strategic execution but on the passion and dedication of every member, partner, and friend of Rotary who shares in our vision.

Together, we are building on a legacy of service while forging new paths of opportunity. With unity, leadership, and a deep sense of purpose, the Rotary Club of Weston will continue to make a difference—locally and globally—for years to come.

Let us commit to this journey with boldness, compassion, and resolve.

Together, we imagine. Together, we serve. Together, we thrive.



ROTARY CLUB OF WESTON 4/24/2025 MEMBERS

Aguirre Alfredo, Altschul Joseph E., Alvarez Arancedo Maria Mercedes, Arteaga Luz Tania, Asesor Kurt, Asesor Madelaine Z., Auguste Edwina, Aylmer John, Bakalar Susan, Balagamwala Rehan, Barbato Michele, Barbosa Jose, Behling Mark T, Bernardini Patricia C., Bostelmann Carolina, Briones Eduardo, Calle Harold, Camacho Ana M, Cameron Vern, Canon-Maldonado Ana Patricia, Castellanos Ingrid, Castor Aldy, Cavalieri Sam, Chafin Erik, Cruickshanks Jane, Davila Clara, Dayton Todd A., Deveaux Corlette, Díez Velardíez, Estrella, Dinda Julianne, Dmitrov Anton, Dobrzanski Laura, Draizin Todd, Dreier Frank, Eddy Chris L, Espino Milin, Fitzgerald Dan, Ford Scott, Franco Carmen, Franzoni Lawrence, Freedland Michael, Gazzano Julian Jr., Genoni Laura, Georgiopoulos Claudia, Gero Andrea, Gibson Janine, Gillman Henry N, Gillman Jacqueline, Glock Manuela, Goldberg Adam, Goldstein Stephen D., Gomez Guillermo, Gottlieb Brian, Gracia Bibiana, Greene Robert W, Guimaraes Helio, Gustman Marilyn, Harms Robert, Harvey Eugene E. Jr., Hernandez Laura, Herrera Paola, Hodgen Ana Andrea, Hollis Karen, Horning Michael, Horwitz Jerry A., Huard Mark L., Inglis Jim, Isava Sanchez Helena, Izquierdo Meyleen, Jaffe Byron L., Jaffer Mohsin, Kalis Neal R., Kallman Thomas, Kilgard Clark M., Kuan Rita A, La Vault Stephen, Lartitegui Margarita, LoBiondo Michael Ross, Magette Isabel M, McDoom Winston, Mead Henry, Messina Peter, Mohamed Yasmine, Moreno Eugenio, Mossadeghi Jennifer, Motta Patrick, Nelson Mellesia, Nicolucci Cristiano, Norton Jim, Nunez William Jr., Ochoa Carlos, Ordonez Esther Maria, Ortega Ramon, Pandya Siddharth, Parra Sarah A, Pecci Pete, Penaloza-Houstoun Maria E, Perez Poleo Daniel J, Perez Deserrie F, Perolini Pedro Andres, Petron Keith, Pico Daniel, Pinzon Liliana, Prickett Craig S., Raizer Tal, Ramirez de Moreno Ana Mary, Reboredo Gaston, Reid Alexander, Richman (O'Connor), Deborah, Rosen Evan M., Roth Joseph A., Rouse David, Rouse Linda S., Sadoff Fred R., Salzman Thekla Blaser, Sanchez Jesus A., Sanderson David, Saneholtz Matthew, Sayih Jim, Sirota Robert, Stettin Eric, Stewart-Loudis Gayle, Story Enrique, Stup Nicky, Suarez Andy, Tamaroff Chad, Taylor Martin C., Theobald Evangelina, Thompson Gordon, Turpin Samuel R, Velazquez Mercy, Verratti Antonio Alberto Sr., Villamizar Jaime, Wallace Emilie Anne, Weiss Marc N, Werner Tim, Williams Peter A, Yeh Charles R, Young Dan, Zavaleta Alvaro,