

Rotary Club of Hampton Roads (RCHR) Strategic Plan (2023-2027)

1.1 **Mission.** To pursue the Object of Rotary, carry out avenues of service projects, increase viable membership, and support The Rotary Foundation as defined in the RCHR Constitution.

1.2 **Vision.** RCHR is a vibrant, growing, and responsible service organization that supports the Norfolk and Virginia Beach communities and select international communities.

1.3 Values

A. Vision and Leadership – the knowledge and ability to see the big picture and the courage to set direction to achieve RCHR’s mission and pursue its vision.

B. Stewardship – the integrity to serve the interests and pursue RCHR’s goals, as well as the interests of the public.

C. Diligence – dedication and commitment to fulfilling RCHR’s vision, mission, goals, and objectives.

D. Knowledge – ongoing pursuit of learning to understand RCHR’s constituents, and practice operational, organization, leadership, and managerial acuteness.

E. Collegiality – having the sincere desire and respectful attitude toward constituents and colleagues views through fellowship and diversity.

1.4 Key Stakeholders

A. RCHR Members

B. Community Members, Organizations, and Businesses

C. Rotary District 7600

D. Rotary International

E. The Rotary Foundation

1.5 RCHR Mandates

A. RCHR Constitution

B. Rotary International Policies and Procedures

1.7 Situational Analysis (SWOT)

A. Internal Strengths

a. A happy group of members who have fun

b. A board that is increasing its effectiveness

B. Internal Weaknesses

a. Ageing membership

b. Membership that has little time for Rotary due to competing requirements

c. Insufficient brand recognition among all members

d. Effective formal and informal communications

C. External Opportunities

a. Ability to show use of funds and services

b. Many projects that need to be undertaken

D. External Threats

a. A changing population that isn't interested in belonging to a RCHR type of organization

b. Inflation

1.8 Strategic Priorities and Strategies not required by Rotary International or District 7600

(Not numbered or lettered as all have their own degree of priority depending on the circumstances over a five-year period.)

Administrative Stability

- Develop and follow RCHR Policies and Procedures.
- Conduct annual reviews and updates of all governance documents.
- Increase RCHR's speed and ability to adapt.
- Solidify its partnership with the RCHR Foundation.
- Ensure sufficient financial and member resources to provide avenues of service.
- Provide clear formal and informal communications.

Financial Stability: Implement and sustain a sound financial system.

- Retain the services of a certified accountant.
- Ensure sound financial controls are in order.
- Balance both RCHR and RCHR Foundation income and expenses to assure self-sustaining support to services.

Membership Innovation: Grow a well-rounded, vibrant, physically, and mentally active club that can and will *maintain club leadership continuity to* undertake all forms of service projects.

Member and Community Development: Provision of information on results, quality, timely service.

- Communication Strategy to maintain a RCHR Website.
- Create and maintain a public imagery presence.
- Enhance engagement for all who participate in Rotary

Community Building: Assess community needs annually.

- Increase amounts of funds going to programs/services.
- Increase third-party fundraising partnerships.

Stakeholder Satisfaction: RCHR recognition with ease of contributing.

- Ensure donor funds are expended expeditiously for the purpose the donation was made.
- Develop an outreach and public relations plan.
- Make positive recognizable stakeholder contributions.

Market Growth: Programs that Rotarians and their stakeholders care about that will improve the community.

- Define specific ongoing programs and events for RCHR members and its service community.
- Partner with local Rotary Clubs, charities, government for opportunities.
- Expand RCHR reach and unite participants in the RCHR community.

Results: Develop a consistent process for evaluating services.

- Define and measure success.
- Increase RCHR impact and create lasting change.

Approved by RCHR Board April 23, 2024.