**McLean Rotary Club**

**Strategic Plan 2012-2017**

**Adoption and Effective Period of Plan:**  On March 22, 2012 the combined 2011-2012 and 2012-2013 Boards of Directors of the Rotary Club of McLean, Inc. adopted the following Mission, Vision, and Goals for the club’s period of operations from 2012-2017, subject to modification by future boards.

**Mission:** The mission of the Rotary Club of McLean, Inc., an association of business, professional, and community leaders in McLean, Virginia, is to provide service to others, to promote high ethical and vocational standards, and to advance world understanding, goodwill, and peace through its fellowship and service opportunities.

**Strategy:**

**Service Projects:**

* Maintain a 75/25% balance between local and international projects, while looking for matching grant opportunities in the six Future Vision areas of focus (peace and conflict prevention/resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, economic and community development)
	+ Focus on local projects promotes visibility in the community
	+ Local projects provide more opportunity for member involvement
* Continue to fund many organizations rather than concentrate funding in a few
	+ A multitude of projects provides more opportunities for club members to identify a project of interest to them
	+ Because of the limited availability of funds, and the great social needs of the local and international community, the club will not fund arts projects. Also, we will not provide funding unless at least one member is or will be personally involved in providing service.
* Involve all members in the selection of projects to be funded
	+ All club members will have an opportunity to provide input to the Foundation Board of Directors on their selection of projects to be funded
	+ A major selection consideration will be the opportunity the project provides for club members’ involvement
	+ Projects which provide opportunities for clients to become self-sustaining will receive higher priority than those which just provide sustenance
	+ Project involvement helps build camaraderie among club members

**Fundraising**

* The Chocolate Festival is the club’s signature event and will grow to the extent feasible
* The club will support Monte Carlo Night in 2012 and make a decision by December 2012 whether to support Monte Carlo Night in 2013. Prior to December 2012, the club will try to identify an alternative fundraising event to complement the Chocolate Festival.
* The club aims to raise $50,000 annually by 2017.
* Maintain 100% Paul Harris Fellow rating
* All club members are sustaining members of the Rotary International Foundation and the McLean Rotary Club Foundation

**Membership**

* Quality of members is a primary concern but increasing net membership is also a goal. The club would like to reach 65 members in FY13 and has a goal of reaching 70 members by 2017.
* While maintaining professional diversity is important, the club will not withhold an invitation for membership due to classification constraints.
* The club will maintain a schedule of weekly lunch meetings and supports the 30% minimum requirement of attendance at those meetings. The club will also hold a fellowship opportunity each month. For members who have missed a weekly lunch meeting, attendance at the fellowship opportunity can count toward the 30% minimum requirement of attendance at weekly lunch meetings.
* For members who have personal circumstances preventing them from meeting the 30% requirement, the Board of Directors will consider those circumstances as well as their contributions to the Club when appropriate.

**Leadership**

* Members may be elected to the President Elect position without having first served in a previous elected position. However, it is highly desirable that the President Elect have served on the Board of Directors prior to his/her election.

**The vision of the club in 2017:**

* The club is recognized within the community for its commitment to Service Above Self while advancing the community’s needs, high ethical and vocational ideals, and world understanding, goodwill, and peace.
* The club will have 70 members who are active, engaged, and connected.
* Members will initiate signup for service projects.
* The club will raise $50,000 per year to support service projects.
* A successfully operating fundraising committee will plan and implement two major fundraisers per year.
* Membership pride is evidenced by members wearing their Rotary pin when interacting with members of the community
* At service events, members exhibit their Rotary pride by wearing hats or other clothing with the Rotary logo