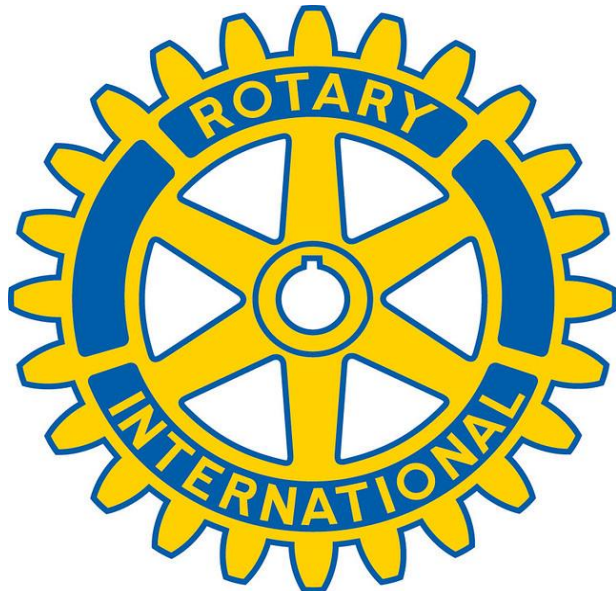


# **ROTARY CLUB OF MCLEAN,VA**



**Strategic Operational Plan 2020-2021**

**September 8, 2020**

# RCM'S ORGANIZATIONAL STATEMENTS

## **Vision** – (What we want to be)

The Rotary Club of McLean will be a **well-known**, **engaged** and **active participant** of the McLean community providing local, national and international service.

## **Mission** - (Why we exist)

We provide **service** to others, promote **integrity**, and **advance world understanding, goodwill**, and **peace** through our **fellowship** of business, professional, and community leaders.

## **Guiding Principles – 4-Way Test + one** (What is our core)

Of the things we think, say or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOOD WILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?
5. Will it be **Fun**? *unofficial*



# DISTRICT 7610 GOVERNOR'S PILLARS: 2018 - 2023

## *THE 5 POINTS OF ENDURING LIGHT*

DIVERSITY

CONSENSENCY  
AND  
TRANSPARENCY

ENGAGEMENT

VISIBILITY

INNOVATION

# Agenda

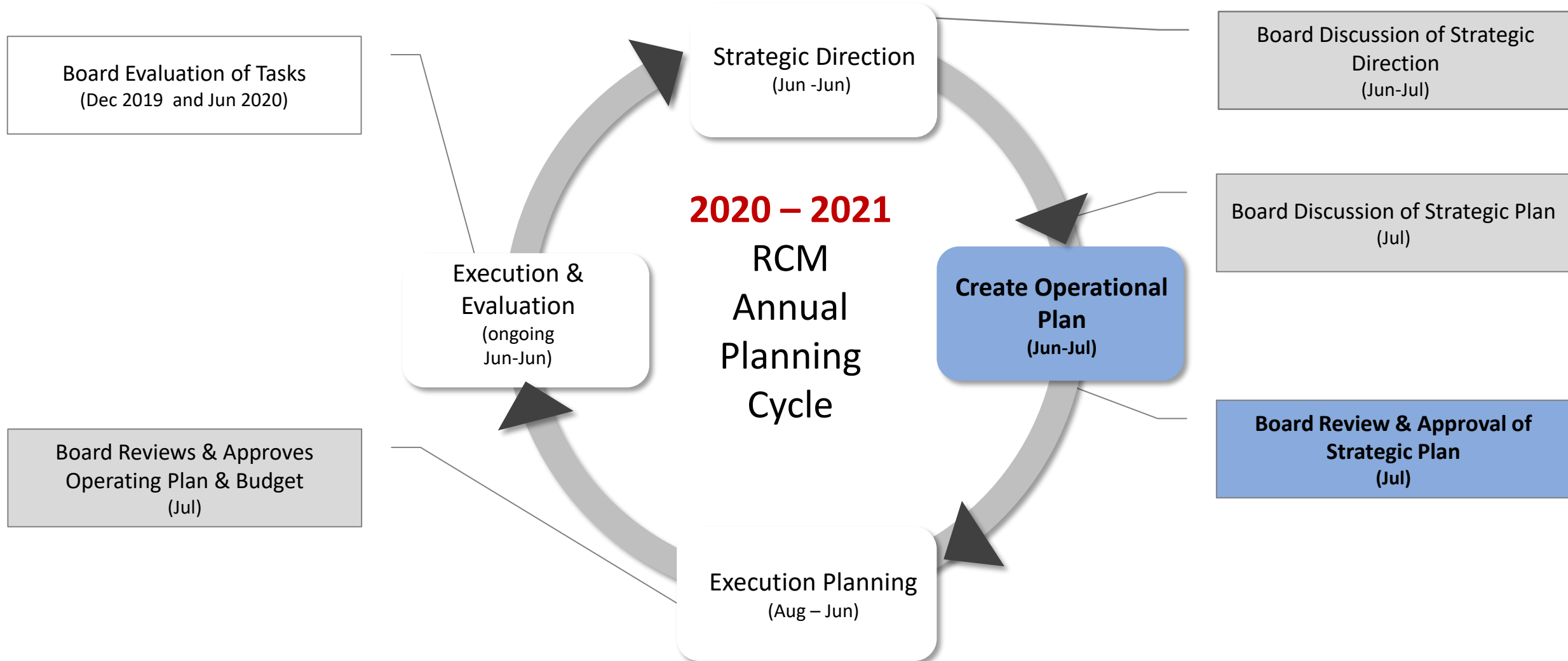
## RCM Strategic Plan - 5 Year Plan Adoption - 2018 – 2023

- District 7610 Strategic Targets - 2019 – 2020 *The 5 Points of Enduring Light* (DG Lucas)
- Rotary Club of McLean (RCM) – **2020 -2021 Operational Plan (Nuzzo - Year 3)**
- Next Steps – **Board Meeting - September 8, 2020**  
Agenda item - BOD review and adoption

### Note

- ❑ Jansen – Adopted Spring 2018
- ❑ Durman - Year 1
- ❑ Jackson – Year 2
- ❑ **Nuzzo – Year 3**
- ❑ McEvilly – Year 4
- ❑ TBD – Year 5

RCM 's planning cycle ensures continuous engagement between the Board of Directors, membership, and community.



# McLean Rotary Club Leadership 2020-2021

- **President**  
Courtney Nuzzo
- **Immediate Past President**  
Deborah Jackson
- **President Elect**  
John McEvilly
- **Vice President**  
Michael Arietti
- **Secretary**  
Anton Dmitrov
- **Treasurer**  
Jason Gheissari

- **PR Director/Webmaster**  
Rick Neldon /Richard Golden
- **Director at Large**  
Carol King
- **Youth Director**  
Robert Jansen
- **Service Grants Directors**  
Eva Sereghy and Barry Byer
- **Membership Director**  
Paul Kohlenberger
- **Sergeant-at-Arms**  
Paul Sawtell

# STRATEGIC PRIORITY #1

## RECRUITMENT

**Membership (Jun 30, 2020 Active 51 + Honorary 4= 55Total)**

**Grow membership +\_1\_ Net Growth by December 31, 2020; + \_1\_ Net Growth by June 30, 2021**

- Determine the most effective structure to sustain and increase membership without compromising RCM values (Membership Committee).
- Engage and attract local professionals and community volunteers for overall membership growth.
  - Membership Committee will conduct a club assessment to ensure all **demographic** and **classification** categories are represented.
- Promote membership through community networking opportunities.
- Enhance retention by developing strategies that increase member engagement while continuing to grow new members.
- Cultivate an engaged family of Rotary through shared learnings, experiences, and other creative opportunities suggested by club members to shape the future of the RCM

## STRATEGIC PRIORITY #2

### FELLOWSHIP AND MEMBERSHIP

- **Consider outdoor meeting with social distancing, masks, and sanitizer protocols. Have members bring their own lunch (McDonald's, Chick Fillet, pizza, etc.). Some seating provided while members encouraged to bring own portable seating.**
- **Invite potential new members to these outdoor and/or virtual meetings.**
- **Plan virtual social hour in October or December. Create social hour committee.**
- **Survey members currently not participating online to assess needs**
- **Conduct a virtual health and wellness activities for members and their families (paint party, virtual tour)**
- **Have the Club Foundation present twice yearly to the membership**
- **Expand Family of Rotary Program to include ways to stay connected with our membership during COVID 19 (Retention)**



# STRATEGIC PRIORITY #3

## SERVICE

- **Plan A: Begin planning to re-open RCM at Redeemer Lutheran Church by confirming meeting room availability and caterer availability. If social distancing still required, confirm gym availability. Guidance from local county health official, CDC guidelines, and RI and District 7610. Establish committee to determine protocols for re-opening, etc.**
- **Plan B: Continue Ring Central format for virtual meetings until vaccine arrives and social distancing policies are relaxed.**
- **Review Grant applications, processes, and guidelines for alignment with the current needs of the community**

# STRATEGIC PRIORITY #4

## PR/Fundraising/Outreach

- **Pajama Ball**
- **Gift Cards**
- **Flags for Heroes**
- **Recruit McLean restaurants for carryout meal fundraisers (portion of payment)**
- **Publicity/advertise with local McLean e-newsletters, FaceBook, community bulletin-boards, Instagram, twitter, LinkedIn**
- **Partner with community groups and other local Rotary Clubs to advertise and participate in their virtual events**
- **Investigate virtual fundraising and service activities (i.e., Chocolate Festival, Walk-a-Thons, Drive-By events)**
- **Host speakers from various local organizations who can provide presentations using a virtual format**
- **Draw Down**

RCM will continue a focus on Membership, Financial Sustainability, Local and Global Service Projects, Community engagement/outreach, and Innovation (website and Facebook)



## MEMBERSHIP

The RCM will continue to evaluate our club's membership to ensure representation from all segments of our diverse community, thereby strengthening its influence within the local, national and world communities.



## FINANCIAL SUSTAINABILITY (OPERATIONS AND FUNDRAISING)

The RCM will operate as a financially sustainable club in order to fulfill its mission of providing grants, scholarships and other resources to support our many service projects and community service initiatives.



## LOCAL AND INTERNATIONAL SERVICE PROJECTS

The RCM is dedicated to six areas of focus to build local and international relationships, improve lives, and create a better world to support our peace efforts and end polio forever.



## COMMUNITY ENGAGEMENT/OUTREACH

The RCM members come together to strengthen connections to friends, neighbors, and community by providing volunteers, grants, and individual sponsorships

# Local and International Service Projects Growth



 RCM Partner Projects



RCM's local and global strategy will continue to focus on sustaining current partner projects: Northern Virginia, Haiti, Honduras and Guatemala (Central America) , Zambia and Swaziland (Africa).

# COMMUNITY ENGAGEMENT/OUTREACH



- Polio Eradication
- Salvation Army Bell Ringing
- Opioid Task Force
- SHARE
- Food for Trees
- Timber Lane ES – food insecurity
- Blood Drive INOVA
- Stuff the Bus
- Scholarships
- Service Grants

*Future outreach possibilities:*

**TBD**

# FINANCIAL SUSTAINABILITY



## Operational Cost

### Dues:

- Club – \$176.00 annually
- RI – \$ 84.87 annually
- District 7610 - \$45 annually

**Luncheon Meal** - \$18 per meeting (meal + admin cost)



## Fundraising

**Pajama Ball (Fall)**

**Salvation Army Bell Ringing (Winter)**

**Chocolate Festival (Virtual)**

**Food for Trees (Dec)**

**Gift Cards (Ongoing)**

**PolioPlus Activities (District)**

**Flags for Heroes (Fall/Spr)**