



## Rotary Club of Springfield, Virginia Strategic Plan

(Approved January 21, 2021)

**VISION:** We aim to be the service organization of choice in Springfield, Virginia, and its surrounding communities with dynamic programs and action-oriented projects that improve lives locally and worldwide.

**MISSION:** Provide service to others in our communities and worldwide; promote integrity, and advance understanding, goodwill, and peace through our fellowship of business, professional and community leaders who share the values encompassed in the Rotary Four-Way Test.

**ROTARY INTERNATIONAL MOTTO:** *"Service Above Self"*

### **GOAL 1: STRENGTHEN OUR CLUB**

#### **OBJECTIVE 1.1: Increase the net number of active members in our club by 15% each year.**

- Involve each current member in recruiting prospective new members.
- Publicize our club procedure for embracing those who are prospective new members.
- Make maximum use of membership lists of the Springfield Chamber of Commerce and other community organizations to develop prospects.

#### **OBJECTIVE 1.2: Increase the diversity (ethnicity, gender, age, vocation) of our membership so that it approximates the diversity of the greater Springfield business and professional community.**

- Determine the current diversity of the greater Springfield community from existing resources.
- Focus our membership efforts to reduce significant diversity differences between the community and our club.

#### **OBJECTIVE 1.3: Ensure retention of newer members by involving them early-on in meaningful club activities.**

- Provide each new member with at least two choices of committee assignments upon induction.
- Provide each new member with a copy of the Springfield Rotary project matrix.
- Orient new and current members by means of twice-a-year "fireside chats".
- Schedule a classification talk by new members within the first month of their induction.

**OBJECTIVE 1.4: Develop club leaders through a sequenced training plan using District and multi-District training seminars and nearby Rotary Leadership Institute (RLI) training functions.**

- Develop a formal plan that cycles a mixture of our rising club leaders and new members through District training seminars (District Assembly and Foundation Seminar) and nearby RLI training functions.
- Encourage attendance at the District Assembly by all incoming club Board members.
- Encourage attendance at the Foundation Seminar by the club Board director for The Rotary Foundation and the Chair of the Springfield Rotary Foundation club Board.
- Ensure that our club president-elect attends pre-PETS and PETS as mandatory training.
- Publicize RLI as a twice-a-year opportunity for both veteran and newer members to enhance their Rotary knowledge.
- Budget reimbursement of the president-elect for attendance at pre-PETS and PETS as a matter of necessity, and of others for attendance at District training seminars and RLI to the extent practical.

**OBJECTIVE 1.5: Enhance the ability of our club to attract good meeting programs by acquiring club projection equipment for in-person meetings, and video conferencing licenses for virtual meetings.**

- Budget for and purchase a quality club projection screen and a portable projector for use by speakers at our in-person club programs.
- Budget for and purchase appropriate licenses for video conferencing of virtual meetings.

**OBJECTIVE 1.6: Strengthen club cohesiveness with a balanced program of fellowship activities.**

**GOAL 2: FOCUS AND INCREASE OUR HUMANITARIAN SERVICE**

**OBJECTIVE 2.1: Develop an annual service project plan, based on community needs, that includes sustainable service projects that are focused on The Rotary Foundation's seven areas of focus (promoting peace; fighting disease; providing clean water, sanitation, and hygiene; saving mothers and children; supporting education; growing local economies; protecting the environment).**

- Assess community needs from existing civic and educational resources, building knowledge of and passion for the greater Springfield community.
- Survey our club membership periodically to determine the type service projects that might be of most interest, in order to enhance buy-in.
- Estimate the cost associated with each planned service project for fundraising purposes.

- Display all club service projects in matrix format to enhance member knowledge of, and participation, in these service projects.

**OBJECTIVE 2.2: Apply for a District Grant annually to leverage the club's own charitable funds.**

- Select a suitable project that can be completed by May 1.
- Submit the District Grant application each year in advance of the June 1 deadline.
- Submit the final report of use of District Grant funds in advance of the May 1 reporting deadline.

**OBJECTIVE 2.3: Develop and implement a formal fundraising plan that provides resources for carrying out the annual service project plan.**

- Match fundraising activities to specific service projects when advantageous to participation.

**OBJECTIVE 2.4: Develop partnerships and cooperative relationships with non-Rotary organizations as well as other Rotary clubs to carry out some of the planned service projects.**

**OBJECTIVE 2.5: Develop and advocate educational programs and procedures that will increase and formalize club member giving to the Annual Fund of The Rotary Foundation.**

- Encourage each member to become a Sustaining Member of The Rotary Foundation by annually giving at least \$100 to the Annual Fund.
- Consider the suitability of adding an optional quarterly surcharge to club dues for our members to automatically become Sustaining Members of The Rotary Foundation.
- Encourage our members to join the Paul Harris Society.
- Schedule Foundation-related club programs periodically, and specifically during Rotary Foundation month in November.

**OBJECTIVE 2.6: Continue to support polio eradication efforts.**

- Participate in the Rotary International Countdown to History Campaign to eradicate polio by establishing an annual polio-giving goal of \$75 per member.
- Participate in an annual polio activity on or near October 24, World Polio Day.

**GOAL 3: ENHANCE OUR PUBLIC IMAGE AND AWARENESS**

**OBJECTIVE 3.1: Assign a Board member the additional duty of club Public Image Chair.**

**OBJECTIVE 3.2: Expand and maintain current the club's website as the principal means of enhancing public image and awareness.**

- Appoint an IT-knowledgeable member to serve as Webmaster.
- Assign each club Board member responsibility for providing the Webmaster with current information in his/her area of responsibility on a continuing basis.
- Appoint a social media-knowledgeable member to enhance our presence on various platforms.

**OBJECTIVE 3.3: Revise and republish the standard Springfield Rotary club tri-fold brochure.**

- Develop creative ways to distribute the brochure throughout the greater Springfield community.

**OBJECTIVE 3.4: Identify one or more service project(s) as the club's "signature project(s)" within the greater Springfield community and promote it on the website, in club brochures, and by other available means.**

**OBJECTIVE 3.5: Write and submit regular articles for the District Newsletter and District Foundation Newsletter that describe club humanitarian activities.**

**GOAL 4: INVEST IN OUR YOUTH**

**OBJECTIVE 4.1: Sponsor a school-based or cause-based Interact Club.**

**OBJECTIVE 4.2: Emphasize vocational service (the "forgotten" avenue of service) through vocational scholarships and ethics seminars.**

- Continue to fund vocational scholarships for students at Edison Academy.
- Participate in hands-on vocational activities such as mock job interviews conducted for students by Edison Academy.
- Participate in regionally-based ethics seminars or conduct local ethics seminars in a school of choice.

**OBJECTIVE 4.3: Sponsor area youth participation in District-wide contests and school activities.**

- Provide candidates to compete in the annual District Youth Speech Contest and District Youth Essay Contest.
- Support educational school activities (e.g., robotics) with necessary equipment and supplies.
- Support creative school activities (e.g., Creative Arts Contest) with judging and financial support.