

ROTARY OF KENT ISLAND STRATEGIC PLAN

Values

Service

Fellowship

Diversity

Integrity

Leadership

Grow and sustain our club

- Identify, invite, and recruit new members with a focus on expanding and diversifying our membership.
- Develop an onboarding process.
- Develop club structure and pathways to support members in pursuing leadership opportunities.
- Hold social events that engage club members and potential new members outside of regular club meetings.
- Assist the Interact Club in growing their club.

Improve our Financial Viability and Accountability

- Increase club members' participation in the Rotary Foundation.
- Improve members' understanding of the club's financial standing.

Improve Club Fundraising

- Expand and strengthen our club's fundraising efforts.

Focus and increase our community projects

- Prioritize all current club projects by eliciting and being responsive to members' diverse ideas for service.
- Create a system for managing ideas for service projects, fundraisers, and other projects.
- Expand our opportunities to work with other, neighboring clubs.
- Partner with other community agencies to learn what programs and projects are needed in the community.

Increase community awareness of our club and Rotary

- Create an external communication plan that covers print media, social media, website, and community signage and assign club members to these roles.
- Create an internal communication plan to ensure all members are informed of club activities, speakers, and important information.
- Invest in branded items for the club.

Vision

Vision:

People coming together to make lasting positive change on Kent Island, in Maryland and throughout the World.

Mission

Mission:

Rotary is where people and problem-solvers share ideas, join other leaders, and take action to improve the quality of life for people in their communities.