



## The Rotary Club of Mooresville Strategic Plan 2016-2019

Developed July 2016  
Updated January 2018

### **PURPOSE**

Provide insights to internal and external stakeholders about the Club's focus and priorities and to Provide future board guidance and a basis for maintaining a consistent long-term effort to progress the club depending on prevailing conditions and priorities.

### **PROCESS**

The Plan has drawn on the views of members who have helped in sharpening the focus on what they currently most value about the club and how they would like to see the club move into the future by way of continued emphasis on relevant and progressive change.

The Strategic Plan aims to guide the Club as a constituent of Rotary International, ensuring consistency with policies and procedures, and to interface the Mooresville Rotary Club plans with the strategic planning of Rotary District 7680.

### **STRATEGIC DIRECTION**

The Strategic Plan is conversant to the fact that the Mooresville Rotary Club, the first service club in Mooresville, NC which was established February 1, 1922, continues to serve the greater Mooresville community in civic leadership, strategic thinking and planning. Key achievements, celebrations, challenges and lessons learned from the past have been used to determine the strategic direction for the period 2016-2019.

**On the basis of the foregoing, the following is the agreed upon vision, mission, strategic priorities and goals of the club:**

### **VISION**

To be recognized as the leading business/industry Mooresville area service organization admired for its member's fellowship and community service accomplishments.

### **MISSION**

To carry-out significant and meaningful service projects for health/hunger, youth, education and other initiatives while continuing to build friendships among members.

## STRATEGIC PRIORITIES

### 1. Support and Strengthen the Club

- Foster club innovation and flexibility
- Encourage members to participate in a variety of service activities
- Promote membership diversity
- Improve member retention and recruitment
- Develop new leaders

### 2. Focus and Increase Humanitarian Service

- Continue giving to Polio Plus
- Support C.A.R.T.
- Increase collaboration and connection with other area clubs
- Increase sustainable service for Rotary's six areas of focus:
  - Peace & Conflict Resolution
  - Disease Prevention & Treatment
  - Water & Sanitation
  - Maternal & Child Health
  - Basic Education & Literacy
  - Economic & Community Development

### 3. Enhance Public Image and Awareness

- Tell the Mooresville Rotary Club Story
- Publicize action-oriented service, signature activities and networking opportunities
- Promote core values of Rotary International

## GOALS

1. **MANAGEMENT: Provide effective governance and oversight and maintain a fiscally sound and efficiently run organization to support membership in fulfilling our vision and mission.**

### Management Objectives

- Develop and achieve annual goals reflecting strategic priorities.
- Work with the Communications Committee to create a communications plan resulting in increased levels of awareness and understanding among the membership of decisions of the Board.
- Develop job descriptions for all officers, board and chair positions with professional qualifications appropriate for each position.
- Provide for continuity in leadership and ensure development of future club leaders by establishing the position of "Club Trainer."
- Ensure year-to-year continuity of (1) Club and Committee leadership (2) strategic and operational planning, (3) the development and implementation of projects.

- Maintain an effective and efficient committee structure with clear responsibilities, purposes and goals for Chairs and committee members.
- Provide quarterly, written financial reports providing information on status and activities to membership.
- Assemble and maintain an easily accessible compilation of formal policies and procedures to guide Club management and administration, e.g., constitution, bylaws, resolutions and Board minutes.

**2. MEMBERSHIP: Sustain a strong, active and motivated membership; Increase and build a more diverse membership to 35 members by June 30, 2019.**

**Membership Objectives**

- Strategically identify and cultivate community members that may be interested in attending programs and events.
- Create and provide materials (emails, social media content, and website information and printed items) for members to comfortably and effectively invite prospective members.
- Host additional socials as membership increases to include family members. Continue to provide a meaningful induction ceremony for new members.
- Tell the Story – Mooresville Rotary History project (sub-committee).

**3. PROGRAMS: Produce a balanced schedule of weekly meetings and programs that fulfill the clubs role as a prominent community forum and engage, educate and inspire members.**

**Program Objectives**

- Nominate a Program Chair.
- Focus programs monthly utilizing Rotary’s suggested themes.
- Publicize speakers prior to presentation date in weekly bulletin and via email blasts to current members.
- Develop a “listserv” of prior guests, presenters, former members and communicate relevant Club happenings via email and social media.
- Secure at least one very prominent speaker annually who will “make news.”
- Work with PR Chair to publicize prominent speakers and special service projects prior to presentation date to the community.

**4. MARKETING AND COMMUNICATIONS: Increase the visibility of the Club and maintain consistently high level of awareness among club members.**

**Marketing and Communication Objectives**

- Establish and maintain website and other promotional materials.
- Leverage the power of social media.
- Install “Rotary Meets Here” signage with venue approval.

- Ensure issuance of press releases/media advisories when the speaker is particularly prominent.
- Submit at least one story per year to RI and District 7680 for possible publication.
- Appreciate reporters who write stories about Rotary.
- Reestablish relationships with media outlets.
- Work with committee chairs to create awareness of additional activities through RI and Rotary Foundation.

**5. SERVICE: Develop and sustain noteworthy projects and services which are consistent with Rotary's vision and mission and meet the needs of the communities we serve.**

**Service Objectives**

- Focus on Beds for Children as club's signature service project
- Health Reach Clinic (donations – work day)
- Soup Kitchen (donations – work day)
- Christian Mission (donations – work day)
- Collaborate with other clubs for greater impact
  - Veteran's Day Breakfast
  - Combine resources for greater impact (grants)
  - Chili Cook Off – continued involvement (fundraising, promotions)

**ANNUAL REVIEW AND APPROVAL**

Since this Plan is a working document, periodic updates may occur throughout the Club's operating year. Outcomes, from the Plan's goals and objectives, will be reported by the Board twice per year.

Each year and consistent with the goals and objectives identified in this Plan, the incoming President will identify areas where there is a need to fine tune or update the Plan.

The Mooresville Club Board of Directors annually reviews the Strategic Plan, along with the budget to determine the Club's priorities for the up-coming year.