

Rotary Club of Valdese 3-Year Strategic Plan – June 2017

Vision: To be recognized by our community as people of action and to be recognized by Rotary International as a well-rounded club.

Strategic Goal #1: Increase membership by 3 each year (while retaining)

2017-2018 Increase to 33 members by June 30
2018-2019 Increase to 36 members by June 30
2019-2020 Increase to 39 members by June 30

How to do that

Membership Committee, Corporate Membership, better recruitment materials, easier procedures for joining, update orientation packet, mentor program, membership address list to all members, 4 socials per year, Birthday Party in Oct 2017 bring in alumni, business card invites, put sign out every Tues at ORS

Strategic Goal #2: Increase service hours done by club & percentage members included

2017-2018 First year to measure hours and percentages
2018-2019 Increase service hours by 10% and members included by 3%
2019-2020 Increase service hours by 10% and members included by 3%

How to do that

Adding more projects, helping get people to projects (pick them up or have social after), apply for district grant in 2017 for ministerial alliance, each committee add a new project

Strategic Goal #3: Receive RI Presidential Citation and DG Club of Excellence

2017-2018 Complete requirements by April 1 for district and June 30 for RI
2018-2019 Complete requirements by April 1 for district and June 30 for RI
2019-2020 Complete requirements by April 1 for district and June 30 for RI

How to do that

Check progress quarterly for pink pages and citation guideline

Strategic Goal #4: Increase Rotary Foundation giving by 5%

2016-2017: Annual Fund - 5,243 USD, Polio Plus – 1000 (as of June 24)

2017-2018 Increase to \$6555.
2018-2019 Increase to \$6885.
2019-2020 Increase to \$7230.

How to do that

Add a Benefactor or PH Society Member each year. Have sustaining donors change to online giving at \$10 for \$120 instead of \$100, have a fundraiser for Foundation