

**Rotary Club of \_\_\_\_\_**  
**Strategic Plan 2009 – 20XX**

Key Goals	Primary Objectives	Strategies	Person	Due Date
<b>Insure effective Club Administration Functions</b>	Establish financial review committee.	▪		
	Ensure meaningful weekly programs	<ul style="list-style-type: none"> <li>▪ New programs chair</li> <li>▪ New room layout</li> <li>▪ Drop full meal, go with coffee, juice, pastry only.</li> <li>▪ Run info/welcome PowerPoint</li> </ul>		
	Plan out 4 effective club assemblies (one per quarter)	▪ Establish topics and dates at beginning of Rotary year.		
	Have 3 family socials per year	Establish social event committee <ul style="list-style-type: none"> <li>▪ Bowling event in May</li> <li>▪ Tailgate party in October</li> </ul>		
	Encourage participation in district conference (currently 3 attend, goal of 6 to attend)	▪		
	Establish a Presidents Development Council	▪ Members to include Pres, PE, VP, EPP, up to 6 at large PP.		
<b>Promote Membership Growth and Development</b>	Have a net increase every year. Currently at 65 on 6-30-09.	Annual increase numbers <ul style="list-style-type: none"> <li>▪ 2 for 09-10</li> <li>▪ 4 for 10-11</li> <li>▪ 3 for 11-12</li> </ul>		
	Develop a focused <i>New Member Recruitment Plan</i>	Develop business to business recruitment drive. <ul style="list-style-type: none"> <li>▪ Focus north of SR750</li> <li>▪ Seek out missing classifications</li> </ul>		
	Encourage participation in district assembly (currently 6 attend, goal of 8 to attend)	▪		
	Have membership attend district membership seminar (currently 1 attends, goal of 2 attend)	▪		
	Encourage individual leadership advancement	▪		
<b>Advance the internal and external Public Image of the Club and Rotary.</b>	Establish a club brochure (focus on who we are by what we do)	▪		
	Ensure website is exciting & engaging to younger visitors (possible new layout)	<ul style="list-style-type: none"> <li>▪ Have dedicated web master</li> <li>▪ Update weekly after each meeting</li> <li>▪</li> </ul>		
	Submit quarterly material to local publications	▪ Develop press release template		
	Develop a newsletter.	<ul style="list-style-type: none"> <li>▪ Weekly or monthly format</li> <li>▪ Email to members</li> </ul>		

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<b>Develop meaningful Service Projects</b> both locally and internationally	Insure each Avenue of Service is supported with a signature project.	<ul style="list-style-type: none"> <li>▪ CLUB...</li> <li>▪ VOCATIONAL...</li> <li>▪ COMMUNITY...</li> <li>▪ INTERNATIONAL...</li> </ul>		
	Expand local scholarship program (currently \$1000, goal \$3000)	<ul style="list-style-type: none"> <li>▪</li> </ul>		
	Establish a local health fair.	<ul style="list-style-type: none"> <li>▪ Work with local health dept.</li> <li>▪ Work with local medical facility</li> <li>▪ Work with medical supply vendors</li> </ul>		
	Establish a Interact Club	<ul style="list-style-type: none"> <li>▪ Local High School;</li> <li>▪ Line item support in budget</li> </ul>		
	Strengthen club's support for YEP	<ul style="list-style-type: none"> <li>▪ Sponsor at least one inbound student per year</li> <li>▪ Promote and sponsor at least one outbound student.</li> </ul>		
	Support the GSE by hosting them at clubs weekly meeting.	<ul style="list-style-type: none"> <li>▪</li> </ul>		
	Develop or partner on an international water project.	<ul style="list-style-type: none"> <li>▪ Work with ADG on possible clubs</li> </ul>		
<b>Support the Rotary International Foundation</b>	EREY goal of 80% by 2012 (currently at 68% on 3-1-09)	<ul style="list-style-type: none"> <li>▪ Establish automatic quarterly billing</li> <li>▪ Reestablish 5x5 teams</li> </ul>		
	Per cap giving goal of \$75.00 by 2012 (currently at \$63.75)	<ul style="list-style-type: none"> <li>▪ Establish automatic quarterly billing</li> <li>▪ Post Paul Harris fellows to web site</li> </ul>		
	Establish a local club foundation.	<ul style="list-style-type: none"> <li>▪ Establish committee to review</li> <li>▪ Review other clubs that have established</li> </ul>		
	Have membership attend district TRF seminar (currently 1 attends, goal of 2 attend)	<ul style="list-style-type: none"> <li>▪</li> </ul>		
<b>Develop Fundraising</b> programs to support the club's service projects	Develop new annual big dinner and raffle show.	<ul style="list-style-type: none"> <li>▪ Focus proceeds on large community park project</li> <li>▪ Look for major sponsor or headliner person/act.</li> </ul>		
	Expand the annual Golf Outing	<ul style="list-style-type: none"> <li>▪ Focus proceeds on youth programs</li> </ul>		
	New Wine Tasting fundraiser.	<ul style="list-style-type: none"> <li>▪ Focus proceeds towards PolioPlus</li> </ul>		
	New Reverse Auction fundraiser	<ul style="list-style-type: none"> <li>▪ Focus proceeds on joint International project</li> </ul>		