



# Bridgeton Rotary Club Strategic Plan 2009-2010

## **Acknowledgements & Introduction**

Thank you to the Club officers, directors, committee chairs and members who participated in our strategic plan development meetings and subsequent committee meetings. Your belief in Rotary and its mission, your assessment of club strengths, weaknesses and opportunities and your ideas for making the club stronger served as the basis for this strategic plan. In that spirit, we will work together to implement the plan, evaluate its progress, make adjustments as needed and reach the goals set in the plan.

## **Table of Contents**

<b>Introduction .....</b>	<b>Page 1</b>
<b>Mission Statement.....</b>	<b>Page 2</b>
<b>Vision .....</b>	<b>Page 2</b>
<b>Core Values .....</b>	<b>Page 2</b>
<b>Goals &amp; Strategies</b>	
◆ <b>Finance and Administration .....</b>	<b>Page 3</b>
◆ <b>Membership Retention and Growth .....</b>	<b>Page 4-6</b>
◆ <b>Public Relations.....</b>	<b>Page 6</b>
◆ <b>Community and Club Service .....</b>	<b>Page 7</b>
◆ <b>International Service &amp; RI Foundation .....</b>	<b>Page 7</b>
<b>Implementation of the Plan.....</b>	<b>Page 8</b>
<b>Sample Tactic, Targets, Responsibilities .....</b>	<b>Page 9</b>
<b>Organization Chart .....</b>	<b>Page 10</b>

## **Mission Statement:**

To sustain and strengthen our Rotary Club so we can implement the ideals of Rotary International in our community and the world in ways that enhance quality of life and create greater understanding among people while maintaining high ethical standards and following Rotary's guiding principle of "Service Above Self."

## **Vision:**

To be one of the community's leading service clubs and one of the best Rotary Club's in the District with an involved and growing membership dedicated to carrying out the club's and Rotary International's mission and goals by:

- Developing a strong, growing and active membership that reflects the diversity of vocations and people in the area.
- Strengthening finances to support the club and to carry out the community, vocational and international service projects that meet the needs of the community and the world.
- Building a dedicated, well-trained and energized leadership team to guide the club and to support the District and Rotary International

## **Core Values:**

- ◆ Service to the Club
- ◆ Service to the Community
- ◆ Service to the World
- ◆ Partnerships with Other Rotary Clubs and Community Organizations
- ◆ Integrity and High Ethical Standards
- ◆ Fairness, Friendship and Fellowship
- ◆ Financial Stewardship

# Goals and Strategies:

## 1. Finance and Administration

- a. Reduce the average age in our club from 61 ½ yrs by attracting younger members to join the club.
- b. Increase membership to help improve revenue and develop and maintain budgets and results where annual income exceeds annual expenses.
- c. Engage in more community projects to increase Rotary's good will in the community and to help attract new members.
- d. Increase our weekly average attendance from 60% to at least 75%.
- e. Increase fundraising to support club operation and to support the club's service projects for the community and the world. Activate fund raising committee and raise \$3500 or more over and above funds for scholarships.
- f. Encourage club members to be active in the club committees and to consider club leadership roles.
- g. Increase existing club leaders' participation in Rotary District's club training opportunities.
- h. Improve communication to club membership regarding board, officer and committee decisions and activities.

## 2. Membership Retention and Growth

- a. 20 new members for the 2009-2010 Rotary year. This could add 10-13 to total membership after allowing for average attrition of 7 or so per year.
- b. Carry out the goals and strategies on the Club's Membership Attraction and Retention Strategy approve by the club to grow membership and to keep Rotarians interested.
- c. Membership Attraction Strategies
  - i) Careful selection of new prospective members to become active members will increase the club's retention rate and reinforce positive attitudes toward new member attraction.

- ii) Obtain and review available business and organization mailing lists and directories such as Chamber of Commerce and County Business lists for possible new prospects.
- iii) Look at classifications list provided by RI with an eye toward identifying members to fill certain classifications.
- iv) Increasing diversity to better reflect the make-up of the service area should be part of a recruitment plan. Attract new members who reflect the workforce, age, gender, religious and ethnic make-up of the area.
- v) Encourage member participation and responsibility in recruitment plans, urging members to propose new members to the club. Ask them to bring prospective members as Rotary guests, using the club "Be My Guest Cards."
- vi) Involve members at least once a year in reviewing prospective member list, adding the names of friends, neighbors, colleagues and business acquaintances in the community who might be qualified prospective members.
- vii) Provide prospective new members with information packets. Packets to include letter from President, Past and present Rotary International initiatives, local club projects, Rotary milestones, 4-way test/mission, financial responsibility, bylaws, club membership directory, copies of club bulletins, referral to RI and club websites for more information.
- viii) Publicity Program Supports Membership Recruitment – The club's public image has a direct effect on membership growth. The Membership Committee and Public Relations Committee should meet together periodically to coordinate their goals. Keeping the club's events and service projects in the public eye, increases the club's appeal to prospective members and can gain support for the club's community and fundraising projects.
- ix) New Member Orientation - Educating prospective members about Rotary contributes to long-term retention of new members.
- x) New Member Orientation Committee is a subcommittee of the Membership Committee and the Membership Committee is to ensure that the committee is appointed and active and includes various representatives of the club including experienced Rotary members, board members and others.

- xi) The new member orientation is to take place after the prospective member has visited the Rotary club as a guest of a member, after the name has been presented to the board for approval and the board approves, after the member has been formally invited to submit a membership application, prior to presentation of the name of the prospective member to the club membership for their comment and prior to induction.
  - xii) Membership Orientation Committee is to ensure that good Induction Ceremonies take place. The day that a person becomes a Rotarian marks the beginning of many years of involvement, service, fellowship and achievement. This event warrants a well-planned, memorable and meaningful induction ceremony to welcome the new member to the club.
- d. Membership Retention Strategies
- i) Getting members actively involved and comfortable in the Club right from the beginning of their membership is important to retention. The assignment of the mentors and the induction ceremony mentioned above are part of the retention process.
  - ii) Communication with members is critical to retention.
    - Use written, spoken and electronic means to improve communication of information to members including the club website and email.
    - Weekly bulletin to be expanded and delivered via email, web and written copies placed on tables at meetings.
    - Board representative to share Board news and actions with all members at a weekly meeting following each Board meeting and in the bulletin and website.
    - Communicate to all members' attendance data, members who resign, new members, members who are ill, members who are moving and other member business and personal news.
    - Assign member to send out miss you at meetings notices and to send greeting, get-well and sympathy cards as needed.
  - iii) Social and Service Events - Increase special events to give members more opportunities to socialize outside of weekly luncheons. These may be

community projects, fund raisers, arts and entertainment events or other opportunities for Rotary members to get to know each other better.

- e. Have more high profile events that grab the attention of prospective members
- f. Increase service to the community by asking Rotarians to commit to 6 hours/quarter of service to the community other than just attending weekly Rotary Club meetings.
- g. Have more Club Assemblies during the year to report on activities of each of the committees and the board.

### **3. Public Relations**

- a. Never – ever miss an opportunity for PR (encourage each Rotary Club committee to be responsible for getting news items and photos to the PR community for publication) New member biographies.
- b. Develop a PR Package with ten steps or less.
- c. Have a monthly column or paid ad in a local newspaper
- d. Continue publication of weekly Bulletin by email and distribute written Bulletin regularly at club meetings, on the club website and distribute copies of newsletter in public places.
- e. PR Committee member to be assigned to be the club reporter for the month to be responsible for collecting and reporting club activities including photos for use in the Club Bulletins and in the public news media.
- f. Get club involved in digital sign-in community
- g. Get coverage for club from local television and radio
- h. Increase funding for public relations in club budget.
- i. Summary of PR goals: “The Sky is the limit; the Best is yet to be!

#### **4. International Service and Rotary International Foundation**

- a. Increase club fundraising to enable club to give out more grants and to participate in the matching grant program. Some strategies --re-institute Int'l Night, Progressive Dinner, other fund raising, possibly increase dues.
- b. Encourage and educate club on RI Foundation so that we can get to 100% of the club giving. Strive for a minimum of \$100 each year from each member to RI Foundation.
- c. Polio Plus - \$1000 goal or more for this fiscal year. Strategies: pass around bin weekly rather than monthly and some other possible small fund raising activities.
- d. Group Study Exchange – continue to host the incoming GSE team but to try to find someone from our area to participate in the group going to another country in this program.

#### **5. Community and Club Service**

- a. Hug-a-Bear, RYLA, Toys for Tots, Food Drive are all a given and the club should continue the good efforts on these community projects.
- b. Increase club participation in additional community projects and activities.
- c. Form a co-op relationship with area High School Juniors. Concentrate on helping senior citizens in the area and implement the Adopt-a-Road program with both high students and Rotarians.
- d. Establish the High School Interact Clubs and get approval from both Boards of Education.
- e. Rejuvenate Vocational programs at local high schools.
- f. Develop a survey to assess community needs. Consult with Bridgeton Main Street, Tri-County Community Action Partnership and Salvation Army.
- g. Partner with Bridgeton Main Street Association on downtown projects to assist with downtown redevelopment and Main Street operations. (i.e. area art, flower project, park benches, volunteer hours, fund raising.)

## **Implementation of the Plan**

- a. Upon approval of the Board and the Membership, the officers, board members and committee chairs of the Club will be responsible for ongoing implementation of the plan. The President-Elect, who chairs Strategic Planning and the other officers shall serve as the Strategic Plan Committee.
- b. The Committees and the Members will be asked to review the Plan and to propose additional strategies to help meet the goals. Changes to the Plan are to be proposed to the officers for review and approval by the Board and membership. A sample strategy / tactic form is provided herein.
- c. It is the Board's responsibility, with the cooperation of the Strategic Plan Committee, to review the plan at least two times each year as follows, in the first month the club's fiscal year and in the seventh month of the fiscal year to assess results and to report findings to the club and to seek member review and approval of any proposed changes the plan and its strategies at a regular or special club meeting.
- d. The Club's organization chart is provided herein.

## SAMPLE STRATEGY / TACTIC

### Tactics, Targets and Responsibilities to Support Strategies

Strategic Area: \_\_\_\_\_

Strategy: \_\_\_\_\_

**Tactics:**

**Goals/Objectives:**

**Responsibility:**

**Measures of Success:**

**Target dates:**

**(SAMPLE)**

**Strategy:** Reorganize and focus the Membership Committee on developing goals for membership retention and growth and tactics to achieve those goals.

**Tactics:**

Development a membership development drive

**Goals/Objectives:**

1. Increase involvement of board members and members in attracting to members by forming teams of members and board members.
2. Utilize teams from members who have a network of businesses and staff members to work with.
3. Form 5 teams with a minimum goal of three new members for each team.

**Responsibility:**

Membership Subcommittee Chairperson

**Measures of Success:**

1. Active involvement of members.
2. Attraction of 15 or more new members.

**Target dates:**

1. Form teams and begin planning meetings by XXXXX,
2. Begin membership drive by XXXXXXX.
3. Complete drive and report results by xxxxxxxxxx.

# Bridgeton Rotary Organization Chart—2009-2010

