



**Roswell Rotary Club
Strategic Plan
Effective Date: March 10, 2016**

ROTARY AVENUES OF SERVICE

ROTARY MISSION STATEMENT

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

STAKEHOLDERS

- Members
- Community Leaders
- Community Benefactors
- Financial Donors/Sponsors
- Schools-Public/Private
- Families of Member
- City of Roswell/North Fulton
- Rotary International
- Rotary Foundation
- District 6900
- Local Businesses

Rotary's Five Avenues of Service are supported by the Club Areas of Focus:

- ONE: CLUB SERVICE** focuses on strengthening fellowship and ensuring the smooth functioning of Rotary clubs and includes Membership and Club Administration.
- TWO: VOCATIONAL SERVICE** involves club members serving others through their professions and aspiring to high ethical standards. Rotarians, as business leaders, share skills and expertise through their vocations, and they inspire others in the process.
- THREE: COMMUNITY SERVICE** is the opportunity Rotary clubs have to implement club projects and activities that improve life in the local community.
- FOUR: INTERNATIONAL SERVICE** encompasses efforts to expand Rotary's humanitarian reach around the world and to promote world understanding and peace.
- FIVE: YOUTH SERVICE** recognizes the positive change implemented by youth and young adults involved in leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.

(No Particular Order)

INTERNAL STRENGTHS

EXTERNAL OPPORTUNITIES

- Brand/reputation
- Passion, commitment, excellence, fun, respected, synergy, accomplished, role model
- Administration
- Leadership succession, continuity, organized
- Membership
- Professional diversity, community-based, variety and availability of resources, size, mentoring
- Stewardship
- Generous, effective fundraising, committed to youth and veterans

- Embrace new movements (e.g. trafficking, bullying)
- Engage more large corporate members
- Share Rotary ideals by embracing international projects
- Use technology for communication and engagement
- Recruit and engage GenX and Millennial generation leaders
- Expand social calendar
- Marketing/PR – grow the brand
- Unite City of Roswell (east and west)
- Mentor other Rotary Clubs
- Increase awareness of charitable support
- Eliminate charitable agency quid pro quo

INTERNAL WEAKNESSES

- Administration
- Communication with membership, lack of formal documentation (policies, procedures), risk of self-interest (agendas), political and religious undertones
- Membership
- Size, noisy, varied levels of commitment, unclear expectations of members, mentoring new members, lack of ethnic diversity
- Stewardship
- Limited Rotary Foundation giving

EXTERNAL THREATS

- Economy
- Competition for resources (people and money)
- Limited personal time to volunteer
- Decline of Rotary in the U.S.
- Threat of tarnished brand
- Technology
- Expectations and preferences of millennial generation

CLUB AREAS OF FOCUS AND RELATED GOALS

Charitable Giving (fka Foundation)

- Create an environment that promotes awareness of and increases participation in the Rotary Foundation.
- Provide grants to our local community through an annual awards process from proceeds raised at our annual golf & tennis tournament.
- Grow the Roswell Rotary Foundation endowment with an annual contribution from the tournament proceeds.
- Support the Georgia Rotary Student Program by sponsoring one student each Rotary year.
- Utilize Rotary Foundation Global and District Grants to support our international and local projects.

Administration (meetings)

- Continually evaluate logistics in the meeting room to better plan for adverse spatial, visual and noise related conditions.
- Provide program variety that balances community-based and high-profile speakers.

Service Projects

- Evaluate existing service projects on an annual basis to confirm the level of need in the community and members level of support.
- Evaluate the need for new service projects.
- Increase member and community participation in service projects through event awareness and celebration of results.

Public Relations

- Improve communication with our members and community through the use of technology and the embracing of social media.
- Consistently communicate with the local media and District 6900 about Roswell Rotary's activities.

Membership

- Set a membership limit of 300 members.
- Focus on improving the effectiveness of club service and the member experience.
- Orient new members through the Red Badge Program.
- Broaden our base of qualified members by seeking servant leaders to better represent our community.
- Utilize social events to foster personal relationships between club members and retain an "Intimate feel" in a large club environment.

Administration (events)

- Demonstrate District Leadership by providing a significant presence at District events and functions.
- Provide care and support through the Family of Rotary program for members in times of illness and bereavement.
- Support the development of our members at Rotary Leadership Institute and in club assemblies.

Youth Service

- Implement a fully functioning Progressive Interact program within Roswell area public and private schools.
- Support the N Fulton Rotaract Club as a means to develop future Rotarians.
- Engage Interact & Rotaract members through awareness campaigns of Roswell Rotary service projects.
- Expand BTV program to other Rotary Clubs

Club History & Planning

- Leverage technology to preserve the history and memorabilia of our Club.
- Review annually our strategic plan, goals and objectives.