

THE ROTARY CLUB OF DULUTH

Strategic Plan 2010-2011 to 2012-2013

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:

We will maintain a sustainable organization providing service to those in need throughout our community and internationally, while promoting personal integrity through the fellowship of business, professional and community leaders.

Core Values:

- Service to the Club, Community and World
- Integrity and High Ethical Standards
- Fairness, Friendship and Fellowship
- Financial Stewardship

Goals and Strategies:

- 1. 15% net increase in club membership within three years.**
 - a. Promote member family participation.
 - b. Promote continuity of member classification.
 - c. Promote the club through positive public relations.
 - d. Involve membership in developing prospective members list.
 - e. Promote existing members retention.

- 2. Average 90% attendance including make-ups within the next three years.**
 - a. Inform members about make-up opportunities including social events and community service projects.
 - b. Implement a “buddy system.”

- 3. Increase public relations awareness of the Duluth Rotary Club.**
 - a. Educate and encourage members to provide and add content to the club’s web site.
 - b. Provide a designated reporter for each club activity to include taking pictures and writing articles for publication.
 - c. Promote the club through social media outlets (Facebook/Twitter).
 - d. Encourage members to promote Rotary in their daily life.

- 4. Participate yearly in a joint service project with the Duluth High School Interact Club.**
 - a. Schedule a joint meeting with the Interact Club.
 - b. Support Interact through participation in the Rotary Youth Leadership Academy (RYLA).
 - c. Encourage Interact representatives to attend regular club meetings.
 - d. Plan and execute a joint project each year. 2011 will be a 5K race to raise money. Past project was a Battle of the Bands.

- 5. Increase membership participation in community service projects.**
 - a. Encourage 100% member participation in the club’s major fund raising projects each year.
 - b. All members should provide sweat equity in at least one community service project each year.

- 6. Increase club participation in an international outreach project.**
 - a. Provide informational programs and educate members on international projects.
 - b. Identify opportunities for member participation.
 - c. Determine available grant opportunities.

- 7. Members to sustain 100% participation in Every Rotarian, Every Year (EREY); Paul Harris Fellow; and the Georgia Rotary Student Program (GRSP).**
 - a. Educate members on how to find their individual point status for Paul Harris and how they can distribute points to other members in order to help the club continue to meet the goal of 100% Paul Harris Fellow participation.
 - b. Provide informational programs on EREY, Paul Harris Fellow and GRSP.
 - c. Work towards a one club, one student relationship for GRSP which we plan to renew for the 2012-2013 rotary year.

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.

- 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 of 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 to the plan and its strategies at a regular or special club meeting.