

STRATEGIC PLAN JULY 2022-JUNE 2025

06/07/2022

OVERVIEW

Mission



We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Vision



The Rotary Club of West Chester is an open and welcoming club to all individuals interested in membership. All members are empowered to serve on a supporting committee, overseen by a chair person. We recognize and encourage members to be engaged in a variety of different ways – “Rotary Your Way”! We welcome new ideas and provide opportunities for leadership and community service. Fellowship is an important part of the Rotary experience and we provide a variety of hands-on projects to foster both fellowship and service. Meetings are purposeful, engaging, and provide both Club and other information. We strive to maintain a healthy-sized, Club comprised of service minded community leaders in all walks of professional life.

Color Code:

Red- Responsible Party

Blue- Timeframe to accomplish

Task Green- Status Updates

Orange Star 100% Completed

WE ARE ROTARY



TO ESTABLISH AND MAINTAIN A VIBRANT AND VISIBLE CLUB WITH PEOPLE OF ACTION.

Objectives:

- Be a welcoming and inclusive Club that embraces diversity
- Highlight value of Rotary Membership
- Enhance Club engagement, vitality, and fellowship
- Support Club development internally/externally
- Be a Rotary Club of Excellence

Strategies:

- Establish processes to assess club retention, evaluate engagement and club satisfaction
- Foster meaningful connections and commitment among current members.
- Inspire pride in being a Rotarian/Member of the Rotary Club of West Chester.
- Emulate and put into practice our vision of “Rotary Your Way”.
- Proactively seek and attract enthusiastic and active new members.
- Establish a Membership Committee
- Identify a Membership Chair

Activities (Year 1):

1. Establish baseline data for club retention, engagement and club satisfaction.
 - Complete data dive for baseline numbers
 - Membership Committee Chair
 - July 2022
 - Survey membership annually regarding club experience.
 - President & Membership Committee Chair
 - April 2022, before PET)
 - Define engagement parameters
 - Past Presidents Council
 - July 2022
 - Create narrative to solicit feedback from departing club members.
 - President, Board
 - August 2022
2. Encourage connections between members
 - Provide twice a month non-meeting opportunities to interact.
 - President, Fellowship/Assimilation Committee Chairs, Board
 - On-going (starting August 2022)
3. Invite service project beneficiaries to meeting (not necessarily as programs but as guests).
 - President, Membership Chair, CPC Committee Chairs, Program Chair (if program desired)
 - Ongoing
4. Proactively engage (6) under represented community members to learn more about Rotary.
 - President, President Elect
 - Bi-Monthly (starting August 2022)
5. Invite other W.C. Rotary club(s) to engage in quarterly fellowship activities.
 - President & Fellowship Chair
 - On-going (beginning July 2022)

MAKING A DIFFERENCE



TO PROVIDE SERVICE ABOVE SELF THROUGH THE ROTARY CLUB OF WEST CHESTER TO OUR MEMBERS, OUR COMMUNITY AND TO THE WORLD.

Objectives:

- Club Service
 - Encourage relationship building & engagement
 - Promote participation in Club Committees & Activities
 - Promote collaboration and support of other West Chester based Rotary clubs
 - Promote participation in Rotary District programs club collaboration
 - Promote participation in Rotary International programs/initiatives
- Vocational Service
 - Empower members to utilize their unique skill set and expertise to support their community.
 - Encourages members to support each other through their vocations, educations, and skillsets.
 - Guide and encourage others in their professional development.
 - Promote ethical business/professional presence in the community
- Community Service
 - Be educated regarding community needs/supports
 - Support local nonprofits/charities
 - Enhance the quality of life in the greater West Chester community
 - Seek opportunities to educate and encourage youth to become engaged citizens and build leadership skills
- International Service
 - Promote awareness of Rotary International Programs
 - Support international service initiatives
 - Encourage members to participate in international services
- New Generations Service
 - Empower youth and young professionals through leaderships development opportunities and service.

Strategies:

- Identify a Club Service Chair
- Establish leadership for each project and identify partners, if appropriate.
- Establish Fundraising Task Force
- Engage relevant committee chairs for program goals and supporting activities
- Re-Establish Fundraising Committee
- Identify Fundraising Committee Chair

Activities (Year 1):

1. Invite other W.C. Rotary club(s) to engage in quarterly service activities.
 - **President, Service Chair, Vice President**
 - On-going (July 2022)
2. Promote club awareness of service areas and opportunities
 - **Communications Committee & Service Chair/Applicable Committees**
 - Quarterly (starting July 2022)
3. Schedule a minimum of twelve (12) services opportunities for membership
 - **Service Chair & Applicable Committees**
 - Four (4) service opportunities per quarter (starting July 2022)

TELLING THE ROTARY



TO PROVIDE AN OVERALL MARKETING/PR/COMMUNICATIONS PLAN, TO RAISE AWARENESS OF THE CLUB AND THE POSITIVE IMPACT AND VALUE OF ROTARY IN OUR COMMUNITY.

Objectives:

- Build Awareness through articles.
- Increase social media engagement
- Effectively manage website.
- Participate in community events.
- Build awareness through a newsletter.

Strategies:

- Maintain a comprehensive communications and marketing plan.
- Raise brand awareness

Activities (Year 1):

1. Evaluate and communicate with membership effectiveness of marketing efforts on a quarterly basis.
 - **Communications Chairs**
 - On-going (starting July 2022)

ROTARY INTERNATIONAL CITATION 2022-2023



Select at least 13 out of 25 goals to apply toward citation achievement.

1. Facilitate necessary activities to achieve Rotary Citation
 - a. Club Membership Total: 115
 - b. Service Participation: 65
 - c. New Member Sponsorship: 5 members will sponsor a New Club Member
 - d. Leadership Development Participation: 2 members will participate in Leadership Development Training/Activities
 - e. District Conference: 2 members will participate
 - f. District Training Participation: 2 members will participate
 - g. Polio Plus Fund Contributions: \$1500
 - h. Service Projects: 4 different service projects will be completed
 - i. RYLA Participation: 1 student will be sponsored
 - j. Strategic Plan: 3 year strategic plan will be completed
 - k. Online Presence: Weekly Presence
 - l. Social Activities: Monthly social activities
 - m. Updated Website & Social Media: Website (monthly), Social Media (weekly)
 - n. Media Stories about Club Projects: 3 stories will be published.
 - o. Use Official Rotary Promo Materials – branded items will be used to build awareness in the community.
 - President, Applicable Committee Chairs
 - May 2022

CITATION GOALS AND INSTRUCTIONS



To be eligible for the Rotary Citation, clubs need to begin the year as active clubs in good standing – or having paid each invoice balance in full upon receipt. To verify that your club is in good standing, check your daily club balance report under Club Administration > Club Finances. You should have an outstanding balance of \$0.00. Invoices are due when they are posted, in mid-January and mid-July.

Rotary club leaders can go into Rotary Club Central and select at least 13 out of 25 goals they wish to apply toward citation achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking “achieved” in Rotary Club Central.

To achieve the citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (or more than 50% of the available goals)
- Achieve those goals
- Report achievement in Rotary Club Central

Once you are in Rotary Club Central, navigate to the **Goal Center**, select the **year**, and click on the **All tab** to see the goals.

Goal	Goal Detail
Club membership	How many total members does your club want by the end of the Rotary year?
Service participation	How many members will participate in club service activities during the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
District conference attendance	How many members will attend your district conference?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District training participation	How many of your club's committee chairs will attend the district training assembly?
Annual Fund contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?

Goal	Goal Detail
PolioPlus Fund contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?
Major gifts	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?
Bequest Society members	How many individuals or couples will inform The Rotary Foundation of their plans to leave US\$10,000 or more to The Rotary Foundation through their estate?
Benefactors	How many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?
Service projects	How many service projects will your club complete during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?
Strategic plan	Does your club have an up-to-date strategic plan?
Online presence	Does your club's online presence accurately reflect its current activities?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?
Use of official Rotary promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?