**Strategic Plan for the**

***Rotary Club of Warm Springs-Meriwether County***

**2021-2025**

Warm Springs-Meriwether County Rotary Club Strategic Plan 2021-2025

**MISSION**

The Rotary Club of Warm Springs-Meriwether County is business, professional and community leaders working for a better community and world through humanitarian service, networking and high ethical standards.

**VALUES**

Our club values are embodied in the Rotary four-way test of the things we think, say or do:

* Is it the TRUTH?
* Is it FAIR to all concerned?
* Will it build GOODWILL and BETTER FRIENDSHIPS?
* Will it be BENEFICIAL to all concerned?

**VISION**

Our long-term club vision is to make our community better by developing:

* Successful individuals

* Engaged Youth
* Collaborative projects with other organizations in the community that include working closely with the current Interact organization sponsored by our club.
* Close Networking Relationships that help to develop our members both professionally and personally.

**GOALS**

Our clubs 5 strategic goals moving into our 2021 year and beyond are to:

1. Increase Club Membership and Strengthen Retention Efforts
2. Improve Service Participation to Increase Awareness of the Club and Members
3. Promote and Grow New Member Sponsorships
4. Enhance Leadership Development Participation
5. Increase District Conference Attendance and Training Participation

***See following pages for measurable objectives and rationales for each goal.***

Warm Springs-Meriwether County Rotary Club Strategic Plan 2021-2025

***WARM SPRINGS-MERIWETHER COUNTY ROTARY CLUB’s 5 STRATEGIC GOALS & OBJECTIVES***

**1. Increase Club Membership and Strengthen Retention**

Board Committee Responsibility for this Goal: Membership Chair and Board.

Measurable Objectives for Growing Active Membership

* Add 2 New Corporate Members by June 30, 2022
* 100% retention of Corporate Members through June 30, 2022.
* Add 2 New Members by June 30, 2022.
* 90% retention of Active Members through June 30, 2022

Strategies and Activities to support this objective include:

* Engage sponsors to make new members comfortable and get them involved in committees and activities.
* Quarterly notification by the membership committee to sponsors regarding attendance of their recruits for follow-up.
* Encourage current members to invite friends and associates to attend as a guest.
* If members have a prospect, they would not be comfortable approaching for membership they should refer that person to the membership chair.
* Consider including honorary public officials to increase awareness and attendance.
* Obtain contact info for all guests and visitors. Regular follow up with guests.
* Publicity about club activities and member accomplishments through as many channels, including social media, as possible.
* Recognize members who bring guests.

**2. Improve Service Participation to Increase Awareness of the Club and Members**

* Increase our community outreach by adding one (1) service project.
* Increase number of members who participate in service projects by 20%.
* Use our social media channels to both promote our existing service projects and identify potential future service projects.

**3. Promote and Grow New Member Sponsorships**

* Add two new sponsorships by June 30, 2022. These can be corporate sponsorships.

**4. Enhance Leadership Development Participation**

* Increase MyRotary.org trainings by 50%.
* Encourage member participation in officer meetings and trainings.

**5. Increase District Conference Attendance and Training Participation**

* Increase District Conference Attendance by 25%.
* Increase Training Participation by 50%.