

STRATEGIC PLAN

FOUNDATION
Our Mission: Why we exist
To provide service opportunities to its members, improve the community and the world, and comply with the 4-way test.
Our Core Values: How we behave
1. Integrity: We say what we mean and mean what we say. 2. Compassion: We care about each other and the communities we serve. 3. Fellowship: We build friendship and a sense of belonging. 4. Leadership: We lean upon one another for personal and professional development
COMPETITIVE ADVANTAGE
How will we win?
We are a group of nonprofit and for-profit professionals and community residents who are deeply committed to the communities we serve.
How will we play?
We will play with fairness, diversity, and inclusion.

Rotary Club of Liberty City 2022-2025

STRATEGIC PRIORITIES (3 YEARS), CLUB GOALS (1 YEAR), ACTIONS (90 DAYS)			KEY PERFORMANCE INDICATORS
Financial Results [Sponsorships, fundraising, donations]			How we measure success?
Strategic Priorities	Goals	Actions	- Recruitment numbers (10%) - Retention (-5% attrition) - Fundraising (\$5,000+) - Attendance at programming - Satisfaction Surveys
Fundraising: Raising funds for international and local issues that affect our communities	1. Raise at least \$5,000: \$1,750 toward Annual Fund; \$1,000 toward PolioPlus; \$2,000 in Major Gifts 2. Host at least 4 events in the year to support fundraising efforts		
Prospect Outreach			VISION
Where are we going?			Rotary Club of Liberty City is a diverse and inclusive group that uses change as a way to grow and prosper.
Strategic Priorities	Goals	Actions	IMPLEMENTATION
Recruitment: To cast out a wider net to reach other businesses, organizations, and networks for membership and continued personal and professional growth.	1. Have at least 1 networking event each quarter 2. Each one bring one to every event 3. Increase membership by 10%		How do we hold ourselves accountable?
Internal/Operational Excellence			- Refer back to Strategic Plan regularly - Use the 4-way Test - Use an Accountability Checklist - Be transparent at meetings
Strategic Priorities	Goals	Actions	
Integration/Automation: To streamline and integrate all systems to facilitate club management	1. Automate e-mail communication 2. Create an integrated system for all Rotary documentation/payments 3. Design social media and marketing strategy to highlight global, national, and local projects.		
Marketing: Make our name known within the local community			
Member Success			
Strategic Priorities	Goals	Actions	
Retention: Actively help our members to develop and grow professionally and personally by designing and participating in trainings and workshops, providing engaging community service work, and promoting friendship and fellowship	1. Introduce club members to organizations and companies that could help them build capacity. 2. Hold town hall meeting (twice a year) to ensure members' needs are being met 3. Hold socials every month to promote friendship 4. Survey members to provide the right speakers, trainings, and program offerings		



Rotary Club of Liberty City 2022-2023 Calendar

7/13 - 12:00 Meeting By Zoom
 7/27 - 6:30 Meeting/Social
 7/28 - 6:30 Board Meeting
 7/29 - Literacy/Book Drive

JULY 2022						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JANUARY 2023						
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22	23	24	25	26	27	28
29	30	31				

1/11 - 12:00 Meeting By Zoom
 1/25 - 6:30 Meeting/Social
 1/26 - 6:30 Board Meeting

Vocational Service Month
 1/8-1/12 Rotary International
 Assembly Orlando

8/10 - 12:00 Meeting By Zoom
 8/24 - 6:30 Meeting/Social
 8/20 - Club Outing/Fellowship
 8/25 - 6:30 Board Meeting

AUGUST 2022						
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21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY 2023						
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26	27	28				

2/08 - 12:00 Meeting By Zoom
 2/22 - 6:30 Meeting/Social
 2/25 - Align With a Purpose (Mental
 Health Awareness Event)

Membership & New Club Development
 Month

Peacebuilding and Conflict Prevention
 Month
 2/23 = Rotary's Anniversary

9/14 - 12:00 *Assembly
 9/28 - CANCELED
 9/29 - 6:30 Board Meeting

SEPTEMBER 2022						
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MARCH 2023						
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26	27	28	29	30	31	

3/08 - 12:00 *Assembly
 3/22 - 6:30 Meeting/Social
 3/23 - 6:30 Board Meeting

Basic Education and Literacy Month

Water, Sanitation, and Hygiene Month

Pre-registration discount ends for
 Rotary International Convention.

10/12 - 12:00 Meeting by Zoom
 10/22 - Club Outing/Fellowship
 10/27 - 6:30 DG Visit (Board at 6:00)
 Community Economic and
 Development Month
 Rotary Alumni Reconnect Week
 World Polio Day
 Polio Walk 9:00-12:00

OCTOBER 2022						
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23	24	25	26	27	28	29
30	31					

APRIL 2023						
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23	24	25	26	27	28	29
30						

4/12 - 12:00 Meeting By Zoom
 4/22 - Club Outing/Fellowship
 4/26 - 6:30 Meeting/Social
 4/27 - 6:30 Board Meeting

Maternal and Child Health Month

11/05 - 10A-12P Beach Picnic Social
 & Networking Event
 11/09 - 12:00 Meeting by Zoom
 11/16 - 6:30 Meeting/Social
 11/17 - 6:30 Board Meeting

NOVEMBER 2022						
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20	21	22	23	24	25	26
27	28	29	30			

MAY 2023						
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

5/10 - 12:00 Meeting by Zoom
 5/24 - 6:30 Meeting/Social
 5/25 - 6:30 Board Meeting

Youth Service Month

Rotary International Convention,
 Melbourne, Australia

Rotary Foundation Month

12/07 - 12:00 *Assembly
 12/14 - 6:30 Holiday Social

DECEMBER 2022						
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE 2023						
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

6/03 - Club Outing/Fellowship
 6/07 - 12:00 Meeting by Zoom
 6/21 - 6:30 Meeting/Social
 6/22 - 6:30 Board Meeting (new
 members)

Rotary Fellowship Month

Disease Prevention and Treatment
 Month

Deadline for early registration discount
 for Rotary International Convention