

FINAL

December 13, 2006

**STRATEGIC PLAN
THE ROTARY CLUB of ALLENTOWN-WEST,
WESTERN LEHIGH COUNTY**

MISSION STATEMENT:

The purpose of this strategic plan is to define long term goals that will foster and enhance the club's strengths and its hospitable ambience, while pursuing the intentions of Rotary International by serving both the local and global community. This plan is intended to be a guiding focus for future presidents and boards. The plan should be reviewed yearly and updated as needed.

CORE VALUES:

The members believe that it is essential for all Club Officers, Directors, and Members to have a clear understanding of the governing and guiding policies and practices of the club in order to remain unified, consistent and committed. Consequently, it is considered essential that all club governing and guiding policies and practices be kept up-to-date in accordance with RI guidelines and communicated frequently and in multiple up-to-date media methods.

The members believe that club size and qualitative involvement of its members are significant factors in meeting Rotary International objectives and creating a favorable club atmosphere. Consequently, we believe that maintaining an optimum size club with informed and involved members is essential.

The members believe that people join Rotary for different reasons, and because Rotary International encourages clubs to support all the avenues of service, it is considered essential for the club to support and offer activities in all the avenues of service annually.

GOALS:

Goals for the next three years (2007-2010) include:

- 1. Update and keep current all club documents and media.**
- 2. Maintain club membership and broaden the diversity of its members including younger members, different professions, and other cultures.**
- 3. Continue to support current projects and add new projects spanning all four avenues of service.**

STRATEGIES:

1. Update and keep current all club documents and media

- a. Review and update the documents related to the operations of the Allentown-West Rotary Club. Including, but not limited to, are the Bylaws and Constitution.**
- b. Review and update documents and communication methods related to the promotion of the club and provide information to current and new members. Included are the Member Reference Guide (now known as the “Member Information Guide”), Club brochure, Yearly Poster, Website and Club video.**
- c. Adjust the club committee structure to agree with the most recent RI recommendation.**

2. Maintain club membership and broaden the diversity of its members.

- a. Establish clear administrative responsibilities of the Membership Committee, assign appropriate responsibility and provide the necessary clearances.**
- b. Organize an orientation program for both potential and for new members emphasizing expectations.**
- c. Continue with organized and meaningful induction programs and identification of new members.**
- d. Assign all members of the club to a committee to ensure involvement of all members.**
- e. Strive for an annual increase of member attendance at district functions and on district committees.**
- f. Use publicity to promote Rotary and Allentown-West Rotary Club**
- g. Make efforts to reduce the average age by a year or two over the three years of the strategic plan.**
- h. Increase club member’s knowledge of Rotary through training programs and attendance at Rotary Leadership sessions.**
- i. Revise by-laws (see above) to include guidelines and remedies for members not attending regularly.**
- j. Maintain membership between 65 and 85 members. After 85, consideration should be given to forming a new Rotary Club.**

k. Increase attendance percentage to an average of 70% per month.

l. Conduct an annual Classification Survey to assess classification diversity needs.

3. Continue to support current projects and add new projects spanning all four avenues of service

a. Establish a permanent committee to create, plan and oversee all fundraising activities. It is believed that having fundraisers pre-committed to one or more purposes will enhance their success. It also is believed that membership rotation will increase the diversity of membership participation. In addition, consideration should be given to having more funds going to fewer recipients.

b. Prepare and analyze annual assessment of the needs of the local area for consideration of the Board of Directors when taking on service projects and directing discretionary funds; tie in projects to RI's current recommended concentrations.

c. Set a specific percentage of all funds raised to automatically be sent to support the Annual Programs Fund of Rotary International as well as the club's foundation.

d. Raise expectations of membership to include giving at least an average of \$100 per member to The Rotary Foundation. This is the sum of individual members' donations with any matches, and other monies added from club fund raisers.