

RCHB Strategic Plan 2016-2017

Primary Goal for the year:

Establish a signature project for the good of the local community
Get community input and involvement in the project
Implement fundraising for the goal

Secondary Goals:

Keep membership at a high level by adopting new quality members
Membership education of Rotary ideals, programs, and the foundation
Encourage participation of all members.
Expand on our current clubs programs through youth exchange and community outreach
Maintain membership awareness by re-instating club assemblies each quarter

Membership:

Survey current membership to gather information on our level of satisfaction by members
Keep encouraging members to bring guests
Educate potential members on Foundation and its purpose; cost and the clubs level of support
Increase awareness in the community through displays and presence at local events.
Retain current members through survey results
Track attendance and deal with it in accordance with the new council on legislation
Take more time to care for ailing or ill members
Recognize special dates, birthdays, anniversaries.
Follow up on “distant” members that seem disillusioned or unsatisfied
Re-implement the new member checklist
3 minute member bios at every meeting
Re-establish greeters and schedule them (see Club Services)
Increase membership modestly by 3 or more members, from July 1 number

Club Services:

Plan and implement 4 or more parties or events for members and their families
Maintain interesting and informative speakers on a regular basis
Post scheduled speakers on the website ahead of time.
Thank each speaker with a card or letter
Encourage each member to bring a speaker at least once.
Celebrate special dates (see membership) during meetings
Encourage all members to participate in giving the weekly blessing
Keep the blessing non-religion based,
Keep meetings fun and entertaining by fund-raising games and contests (Sgt at Arms)
Continue a creative and entertaining newsletter
Re-establish greeters and schedule them (see Membership)

Public Relations:

Publish an announcement in newspaper, social media, radio and other means to get community ideas and input in helping define our signature project
Ensure each and every Rotary community event gets press coverage
Take every advantage of public service announcements and use them whenever possible
Ensure we have at least 1 photographer at every event.
Continue working towards brand maintenance for logos and signs.
Continue social media programs, expand to other gateways (Twitter, Instagram, etc.)
Increase awareness in the community through displays and presence at local events

Website:

Examine the feasibility of changing from the current website to Clubrunner for security and standardization purposes
Establish a link to a blog for community input regarding our signature project
Set up a “Community Input and Ideas” blog for the public to post ideas on our signature project

Community Services:

Raise awareness about the signature project (get the word out)
Encourage community involvement and input in the signature project
Work with members to elect a coordinator for funding, scheduling, PR etc
Continue with food bank involvement as much as possible
Continue Weinberg work days, chose a new project this year, example would be KEO outreach homeless programs
Continue participation in projects by other organizations, (Lions)
Encourage other organizations to participate in Rotary projects
Continued support of the CPR program

Vocational Services:

Continue employer of the year recognition program
Continue teacher of the year recognition program
Continue 4-way test essay recognition program
3 minute member bios at every meeting (see membership)
Contribute to scholarships
Continue with district grants programs for funding
Support Junior Achievement by supplying materials and personnel (see Youth Services)

Youth Services/New Generations:

Attend RYLA
Host an international Exchange student
Continue with grants program for funding
Continue book distribution/dictionaries in schools.
Continue support of Aloha Angels, either by volunteering or funds donations

Support Junior Achievement by supplying materials and personnel (see Vocational)
Support HRYF

International:

Submit at least one global grant with a sister club and/or foreign sponsor club
Investigate involvement in a R.A.G.

Foundation:

Educate members on the purpose of the Foundation, especially newer members
Meet annual goals of Polio Plus \$2650 total giving and \$26.50 pp.
Meet club goals of \$150 pp for annual giving.
Regularly schedule Foundation moments and videos at least once/month
Display slideshows of Foundation work on the projector before meetings.
Re-establish our club as a 100% Paul Harris club within 2 years.
Maintain our clubs status as an EREY club
At least one more bequest society member within the year
At least one Benefactor within the year

Fundraising:

Clothing swap for End Polio Now
Continue to sell Volcano mugs for End Polio Now
Continue the Black and White event
Continue the garage sale.
Explore new fundraisers for the coming year, (concert, Rooster Roast, Poker tournament, etc.)