



Rotary Club of Mason Strategic Vision 2027

February 22, 2024

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

OUR VISION: Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves and families.

GREAT THINGS ABOUT ROTARY CLUB OF MASON IN 2027

- We are known as leaders, movers, and shakers in Mason because of the good work that we do.
- Youth and Leaders in Mason want to join our club
 - The Community can count on us for help.

STRATEGIC GOALS

Actively Seek New Club Members	Grow Club to 40 Members	Engage Youth by Asking and Providing	Double Revenue of Duck Race
To Increase Our Ability to adapt	To Expand Our Reach	For Enhanced Participant Engagement	For Increased Impact
<p>ACTION STEPS</p> <ul style="list-style-type: none"> • Swag / Marketing • Host mixers • 5th Thursday everyone invites a friend • Promotables@events – membership team • Thursday Night Live • Better speaker gift 	<p>ACTION STEPS:</p> <ul style="list-style-type: none"> • Each member brings a guest to a meeting / complementary meal • Reach out to groups/family that benefit from our scholarships • Market at events with games (Mason Schools Business to Business expo) • Use local large corporate connections to ASK for foundation funding or volunteers • Fun night w/ membership info/costs 	<p>ACTION STEPS:</p> <ul style="list-style-type: none"> • RYLA Scholarship (sophomores, juniors) • Recruit parents of middle schoolers • (Interact) Scholarships • Invite youth on service projects • Bring youth in to brainstorm and network 	<p>ACTION STEPS</p> <ul style="list-style-type: none"> • More/new ducks & find sponsor • “Increase/review prizes” • Purchase duck costume & find a WEARER • Start ticket SALES sooner • Annual Rotary Sponsor • More volunteers – family/friends

Vision to Success Action Steps

February 22, 2024

SMART GOAL- Specific, measurable/ achievable/agree, reasonable, time specific

GOAL: Actively Seek New Club Members		
Plans + Strategies		
WHO	WHAT (tasks)	By When
1. Ingrid/Don	Swag/Marketing	Start in Jan
2. Sharla	Host mixers	Ask Sharla
3. Everyone	5th Thursday invite a friend)	Feb 29th
4. Membership team	Promotables@events	Constant
5. Sharla	Thursday Night Live	June
6. Ingrid	Better speaker gift	Feb

GOAL: Engage Youth by Asking & Providing What They Want		
Plans + Strategies		
WHO	WHAT (tasks)	By When
1 All parents	RYLA Scholarship (sophomores, juniors)	Feb/April
2. Melody/Heather G.	Recruit parents, middle	6 months
3. scholarship committee	(Interact) Scholarships	Feb./May Spring
4. Terry	Invite youth on service projects	Prior to project
5. Jackie	Bring in to brainstorm & Network	Jan/Feb

Goal: Grow Club to 40 Members		
Plans + Strategies		
WHO	WHAT (tasks)	By When
Each member	Bring a guest to a meeting / complimentary meal	Jan
	Reach out to groups/family that benefit from our scholarships	May
	Market at events with games / Feb 29 (Middle School) at B to B expo	Feb
	Use local large corporate connections to ASK for foundation funding or volunteers	
	Fun night w/ membership info - costs.	

GOAL: Double Revenue of Duck Race		
Plans+Strategies		
WHO	WHAT (tasks)	By When
		Rotary Yr 2024-25
1. Bruce	More/new ducks	6/1/2024
	Duck Sponsor	6/1/2024
2 Mark V	"Increase/review prizes "	6/1/2024
	Purchase duck costume	3/31/2024
3. Jared R	Find A WEARER	
	Start ticket SALES sooner	3/1/2024
4. Shanda	Annual Rotary Sponsor	1/1/2025
	More volunteers - Family/Friends	