Rotary Club of West Richmond, Virginia, USA 2022 – 2026 Strategic Plan

**Executive Summary**

**(March 1, 2022)**

This plan, developed from May 2021 until January 2022 by a 12-member team of Rotarians with input from 75 % of club members, was adopted by the Club’s Directors and Officers in January 2022. The plan was developed in the waning months of the two-year long Covid-19 pandemic which caused significant issues for the club in terms of member attendance, participation and engagement. In spite of the pandemic, the club has met in person except for a few months during which we began to successfully conduct online meetings using the Zoom platform. Also, many service projects were completed and most members indicated their desires to remain active with the club. From late July through August, 55 club members, or 75 %, participated in an online, detailed club survey. The results from this survey, which included more than 250 individual comments and suggestions, provided the necessary member feedback from which to build this Strategic Plan. Highlights from the survey included our members’ desires for continued quality weekly meetings, more and better service projects, conducting a new signature event and realizing significant increases in club membership and diversity.

Important early decisions in the process were to align as much as possible with the Rotary International and Rotary District 7600 Strategic Plans and the basic tenets of Rotary International: The Object of Rotary, The Four Way Test, The Avenues of Service, The Areas of Focus, and the RI Diversity Statement. The wording of these tenets is not included in this document.

With these basic Rotary tenets in mind, we developed a new Vision Statement, Club Values, Mission Statement, a new Action Statement, and 4 new Strategic Priorities. The plan became effective following the March 1st online presentation to the club membership.

The VISION of the Rotary Club of West Richmond closely aligns with Rotary International: “TOGETHER, we see a world where PEOPLE unite in action to CREATE lasting CHANGE in our community, across the globe and in ourselves”.

The VALUES of the Rotary Club of West Richmond are: FELLOWSHIP, ENGAGEMENT, PROFESSIONALISM, INCLUSION, SERVICE, GOVERNANCE. The world is different than when West Richmond Rotary was founded in 1960. Demographics have shifted, the workplace is mobile, and technology connects us in new ways. However, Rotary values insure we honor our past as we embrace the future.

The MISSION of the Rotary Club of West Richmond: “The Rotary Club of West Richmond will be the preeminent service Club in central Virginia, distinguished by the professionalism and fellowship of our meetings, the diversity and engagement of our members, the innovative service projects we perform and the signature event for which we are best known.”

The ACTION STATEMENT of the Rotary of West Richmond: “Good People Doing Good Things!”

The STRATEGIC PRIORITIES mirror those of Rotary International:

1. Increase our IMPACT through meetings, service projects, signature event.
2. Expand our REACH through membership development, retention, nurturing and Public Image
3. Enhance ENGAGEMENT through membership categories, tracking and fellowship
4. Increase ADAPTABILITY through leader succession, committee chairs, Rotary District and International participation.

A key feature of the plan is for the leadership of each Strategic Priority to be assigned to the Club’s Officers and Directors so they can be addressed at Directors’ Meeting. Also, a Governance Team comprised of several past club presidents, and chaired by the Immediate Past President, will serve as an advisory group to the Club President in matters of club leadership succession planning, committee chair recruitment, club tradition and club education.

The plan recommends that the Club Officers positions will remain the same, those being President, Immediate Past President, President-Elect, Vice President (President-Nominee), Secretary, Treasurer and Sergeant-at-Arms and that the number of Directors increase from 4 to 5. The Vice President and the 5 Directors will chair the Strategic Committees:

* Vice President: IMPACT – Weekly Programs and Service Projects Teams
* Director: IMPACT – Fund Raising including The Rotary Foundation and West Richmond Rotary Foundation
* Director: IMPACT – Public Image, internal and external
* Director: IMPACT – Signature Event (to replace Nutzy’s Rotary Funn Run)
* Director: REACH – Member Development, Member Retention and Social Events
* Director: ENGAGEMENT – Vetting and Tracking each club members’ engagement commitment
* Governance Team: ADAPTABILITY – Leadership succession, Rotary training, education, meetings

The Club will continue to meet weekly from 12:15 – 1:30 pm on Wednesday with a gathering time of fellowship, luncheon, introductions, songs, invocation, Pledge of Allegiance, announcements, club business, a high-quality program and closing with The Four Way Test of Rotary. The club has met since the 1980’s at The Westwood Club which offers a most professional atmosphere for the weekly luncheon meetings. At present, the club’s directors are considering implementing quarterly meal and dues assessments to meet the weekly meal charges and club expenses.

We believe the Rotary Club of West Richmond will thrive over the next several years and beyond. This plan will guide us to significant membership increases, expanded diversity of members, more and meaningful community service projects, outstanding weekly meetings, social events, support for The Rotary Foundation and the implementation of a new Signature Event.

Strategic Planning Team Members:

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