

## **Rotary Club of Centreville, MD Strategic Plan for 2022-2024**

### **PURPOSE OF PLAN**

This Strategic Plan is intended to guide the Rotary Club of Centreville, MD in setting long-term priorities and action goals that can promote continuity and serve as a foundation for our objectives, goals and activities beyond a single year. It is based on member input through a Club-wide survey and the work of Club committees.

### **VISION STATEMENT**

The Rotary Club of Centreville, MD is committed to doing our part to fulfill the Vision of Rotary International:

**“Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves”**

### **MISSION STATEMENT**

“The Mission of our Club is to provide service to others and, in doing so, reflect the vision of Rotary International through the work we do in the Centreville community and beyond.”

### **PRIMARY AREAS OF ACTIVITY AND GOALS**

To fulfill our Vision and Mission, the Club will engage in four primary areas of activity which also support the seven areas of focus of Rotary International - Promoting peace; Fighting disease; Providing clean water, sanitation, and hygiene; Saving mothers and

children; Supporting education; Growing local economies; and Protecting the environment.

**The Club's Primary Areas of Activity**, and the respective RI focus area applicable to each, are as follows:

- A. **Support of the Centreville Rotary House** (temporary housing for victims of domestic violence) through financial and other technical support (*Saving mothers and children*)
  
- B. **Enhance Education, Well-Being, Leadership, and Employment Opportunities for the Youth of our Community** through such activities including, but not limited to, scholarships for local graduating high school students, scholarships for local high school students to attend the annual RYLA conference, dictionaries for elementary school students, support for the Queen Anne's County Family YMCA, the Queen Anne's County High School Interact Club, and the Club's career fair for graduating non-college bound high school students begun in 2022 (*Supporting education; Growing local economies; Promoting Peace*)
  
- C. **Addressing Local Food Insecurity** by making grants to local food pantries and charitable organizations to supplement food resources, and participating in food drives and other assistance (*Fighting disease; Saving mothers and children*)
  
- D. **Providing Financial Support for National and International Projects** such as Wells in Africa, Shelter Box and continued support to Rotary International in eradicating polio (*Fighting disease; Providing clean water, sanitation, and hygiene; Promoting peace*)

In order to further the impact of our areas of activity and the level of our humanitarian service, it is important that the Club be healthy and robust, and, thus, we are establishing the following goals:

**Goals:****1. Create and expand key committees to engage more members in the activities of the Club.**

- Form new key committees to utilize the talents of our members and enable more participation by our members in the areas of:
  - Membership – to grow and retain our membership with a focus on diversity, equity and inclusion
  - Public Image – to broaden awareness of our Club through regular communications and public relations
  - Service Projects – to plan the details of our service projects and study continuing and new community needs
  - Fundraising – to study and review ways to continually strengthen the Club's fundraising efforts and provide the greatest return for investment in terms of community support, financial results and Club visibility.
- Expand participation by members on existing Club committees/teams such as Youth Service, Vocational Service, and Rotary Foundation

**2. Enhance public image and awareness**

- Develop a new website that will promote the Rotary story and its vision and mission as well as the work our Club and its members are doing to improve the community
- Promote and expand public awareness of the Club activities through print and social media (i.e. Facebook, media releases, signage at events, etc.) as well as the website
- Explore building and expanding partnerships with other community organizations in order to expand our reach and impact such as the Queen Anne's County Fair, QAC Family YMCA and others

**3. Increase membership in the Club**

- Set realistic goals that account for attrition, attraction and net growth rate

- Utilize membership attraction strategies including prospect identification and holding informational “Discover Rotary” events
- Focus on membership retention through upgraded Club experiences (targeted speakers, micro-projects, etc.), and mentorship for new members

#### **4. Enhance fellowship opportunities for members**

- Hold more social events on a regular basis that engage members and potential new members outside of regular meetings.