

ROTARY CLUB OF EDMONDS STRATEGIC PLAN

Adopted March 11, 2008
Revised May 19, 2009 & April 24, 2010

VISION STATEMENT

To be an outstanding service club by cultivating a membership that represents the diversity of our community and embodies Rotary values to serve and improve our local and world communities.

MISSION STATEMENT

Guided by the Rotary International principle of “Service Above Self” and exemplifying high ethical standards, to improve quality of life by responding to the needs of the Edmonds and world communities through service, fellowship, and financial support.

I. CLUB ADMINISTRATION

GOALS:

- Provide high quality weekly programs to inspire and inform members and community.
- Establish a sound financial plan and annual budget.
- Develop and implement an effective internal communication strategy.
- Develop a club organization structure and review annually.
- Establish a process for responding to unplanned events/requests.

OBJECTIVES:

- Develop job descriptions for officers, directors, and committee chairs.
- Clarify financial roles of the RCE and its Foundation.
- Establish a finance committee to review and improve the accounting system.
- Create an inclusive budget process.
- Conduct membership surveys to improve club administration.
- Maintain a multi-person committee to search out quality speakers by attending or calling other Rotary clubs

II. MEMBERSHIP

GOALS:

- Increase club membership to 65 by 2012.
- Develop club plan for membership retention.
- Implement and continue a meaningful mentorship program.

OBJECTIVES:

- Seek out new members to reflect the Edmonds community.
- Seek out new members who are informed, motivated, and effective in leadership.
- Ensure that a membership survey is conducted annually to assess level of interests and satisfaction.
- Provide an effective new member orientation program.
- Keep Club Handbook updated and provide online document copies.
- Visit other clubs and talk to their membership chairs to get ideas about accomplishing above goals

III. PUBLIC RELATIONS

GOALS:

- Develop creative approaches to expand our public relations efforts.

OBJECTIVES:

- Utilize the local media for marketing the Rotary Club of Edmonds and its projects.
- Establish strong contacts among the available media to provide direct access for reliable news coverage.
- Invite local leaders to weekly meetings when appropriate.
- Maintain and update the RCE website.
- Maintain and evaluate the club bulletin format and content.
- Develop a presence on facebook and community blogs
- Institute a video recording system for our meetings to add to our website and possibly on youtube

IV. SERVICE PROJECTS

A. COMMUNITY SERVICE

GOALS:

- Continue and improve the local scholarship program.
- Develop criteria for determining which new and continuing projects to adopt, balancing activities between fund raising and hands on projects.
- Actively participate in environmental projects in Puget Sound.
- Partner with other organizations to leverage resources.
- Establish policy and resources for addressing emergency needs projects.

OBJECTIVES:

- Report annually to the club on the success of the scholarship program.
- Involve scholarship recipients in RCE.
- Survey membership in selecting service projects.
- Increase club participation in service projects.
- Accomplish three hands on projects per year.
- Continue to support community service projects as reflected in the current approved budget.

IV. SERVICE PROJECTS

B. INTERNATIONAL SERVICE

GOALS:

- Develop criteria for selecting new and continuing international service projects, such as preference for those that involve one or more club members.
- Actively support new and ongoing international service projects.
- Support natural disaster recovery efforts as needed.

OBJECTIVES:

- Sponsor a teacher for foreign teaching or support training of teachers for foreign schools.
- Sponsor at least one water project per year.
- Financially support education of at least five children abroad.
- Sponsor micro credit projects annually.
- Participate in or help support a Youth Exchange Program.

IV. SERVICE PROJECTS

C. VOCATIONAL SERVICE

GOALS:

- Develop a program for teaching ethics in the community and local schools based on the 4-Way Test.
- Establish a program to honor students and teachers regularly.
- Continue mentoring programs with emphasis on vocations.

OBJECTIVES:

- Quarterly, hold a weekly meeting at businesses in the Edmonds area.
- Continue the Student-of-the-Month program.
- Expand community award program for effective, ethical employees within the Edmonds community.
- Hold programs on leadership and business ethics for club, community and local schools.
- Continue to sponsor high school students to attend Rotary Youth Leadership training (RYLA)

V. ROTARY INTERNATIONAL FOUNDATION

GOALS:

- Increase awareness among membership of the importance and value of the Rotary International Foundation.
- Increase financial support of the Rotary Foundation.
- Continue recognizing club members' contributions to the Rotary Foundation
- Establish program of automatic billing of contributions to RI Foundation

OBJECTIVES:

- Continue the club's matching fund program for the Rotary Foundation.
- Annually, all members contribute to Rotary Foundation, with goal of
- 100% Paul Harris Fellows among club membership, and new members become a Paul Harris Fellow within 5 years of initial membership.
- Solicit grant applications for District matching funds and RI grants where appropriate.
- Renew club interest in and actively nominate candidates for the Group Study Exchange and Ambassadorial Scholar Programs.

▪ VI. FUND RAISERS (SPECIAL EVENTS)

GOALS:

- Develop a balanced program of annual fund raisers which involve all members.
- Coordinate fund raising efforts with RCE budget process.
- Develop fundraisers to tap into existing audiences (e.g. Taste of Edmonds attendees, Edmonds Art show attendees, etc...)

OBJECTIVES:

- Keep the Waterfront Festival as club's primary fund raiser, with the goal of \$40,000 average annual net profit.
- Explore alternative fund raising options, (e.g. auctions, wine tasting, raffle) to supplement the Waterfront Festival.
- Establish a task force to evaluate the success of fund raisers using criteria such as time required, membership participation, and monetary results.
- Begin each fund raiser with an orientation meeting and complete with a wrap-up evaluation.

VII. EDMONDS ROTARY FOUNDATION

GOALS:

- Clarify purpose and responsibility of Edmonds Rotary Foundation (ERF) in relation to that of the RCE Board of Directors.
- Manage Foundation (ERF) funds in accordance with sound financial practice and Internal Revenue Service Standards.

OBJECTIVES:

- Hold joint Board meetings of the Club Board and the ERF Board.
- Present quarterly Foundation financial reports to the Club Board
- Establish a Planned Giving Program