



# ROTARY CLUB OF INNSBROOK

February 22<sup>nd</sup> 2025



# **Strategic Planning**

## **The Foundation for a Thriving Rotary Club**



# Who are we?

## *Our Story*



# **CLUB MISSION STATEMENT**

**WHAT DO WE DO?**

**HOW DO WE INTEND TO DO THIS?**

**5 YEAR GOALS AND PRIORITIES**

**10 YEAR VISION**

*ANNUAL ACTIVITIES IN SUPPORT OF THE GOALS WILL BE DEVELOPED AND  
IMPLEMENTED EACH YEAR BY THE INCOMING BOARD OF DIRECTORS, PRIOR  
TO THE START OF THE ROTARY YEAR*

# CLUB MISSION STATEMENT

*The Rotary Club of Innsbrook is a service organization focused on providing volunteer and financial support for both local and international programs and charitable organizations.*

*While we support a wide variety of causes, we are passionate about working with organizations that serve at risk populations in the Greater Richmond area, particularly those who provide support for youth or seniors in the areas of health, safety and literacy.*

# WHAT DO WE DO?

- Use our members' talents to improve our community, with continued emphasis on benefiting family units, as they define themselves.
- Help build world peace and understanding by participating in international projects.
- Support and engage members through a wide variety of fellowship and service programs.
- Have fun making a difference.



# HOW DO WE INTEND TO DO THIS?

- We will challenge our members to participate in fellowship and service activities, measuring engagement rather than focusing on attendance.
- We will proactively seek out ways to make a difference in our community and establish specific guidelines regarding percentage of focus on local vs. international projects
- We will put specific succession practices in place to ensure we have a solid leadership pipeline
- We will actively seek out opportunities to partner with other clubs, to include social events, fundraisers, and service opportunities
- We will place a renewed emphasis on publicizing the good work we do through social media, print media and word of mouth.

# 5 YEAR GOALS AND PRIORITIES

- Membership Development and Engagement– includes Rotary education, purposeful engagement Club diversity (age, gender, race, religion, culture, etc.)
- Fundraising and sponsorship (integrated with a sustainable service project)
- Community Service – assess community needs to determine best use of the Club's time, talent and resources
- Vocational Service – engage both new and tenured members in opportunities to build leadership skills through vocational initiatives.
- Communications – Expand communication efforts, both internally and externally, ensuring the public is aware of what we are doing and members are aware of how they can be involved
- Partnerships with other clubs and/or organizations with similar values to ours
- Measurement/Accountability – Develop and implement specific methods of tracking engagement and results to demonstrate what our Club does for the community and abroad



# 10 YEAR VISION

- We will continue to operate as a group of engaged members who commit their time, money and resources to local and international service with meaningful, measurable impact.
- Our members will reflect Rotary International's ideas of Service above Self.
- We will be known as an organization that develops leadership skills in its members.
- We will foster fellowship among our members.
- We will support The Rotary Foundation and all that it stands for.
- We will be recognized as a "Club of Choice" within our region.

Community  
Engagement  
and Outreach

Youth  
Empowerment

Global  
Outreach

Membership / Member Engagement

**Key Focus Areas (2024-25)**

# Why is strategic planning important for a Rotary Club?

*6 Reasons*



# Provides Direction and Focus

A strategic plan acts as a guiding compass, helping the club prioritize efforts and resources towards meaningful objectives. It prevents us from drifting aimlessly and ensures that our actions are aligned with long-term goals.

# Enhances Member Engagement

When members see a clear vision and understand how their contributions fit into a broader strategy, they are more likely to stay engaged and motivated. Strategic planning fosters a sense of ownership and purpose.



# Strengthens Community Impact

By identifying key areas of need in the community and setting measurable goals, we can ensure our projects are effective and sustainable. Strategic planning helps maximize the positive change we bring to those we serve.

# Promotes Adaptability and Growth

The environment in which we operate is constantly evolving. A strategic plan allows the club to anticipate changes, embrace new opportunities, and remain agile in addressing challenges.

# Attracts and Retains Members

A club with a clear vision and a reputation for impactful service is more appealing to potential members. Strategic planning not only helps us attract new members but also fosters a culture of inclusion and retention.

# Ensures Continuity

Leadership changes are inevitable, but a well-defined strategic plan provides consistency and stability. It ensures that each leadership transition builds upon the work of previous teams, safeguarding the club's long-term success.

# **Strategic Planning**

## **The Foundation for a Thriving Rotary Club**







# ROTARY CLUB OF INNSBROOK



# Thank you

