



Strategic Plan

2022-2025

Our Mission

To use our talents and energy to improve the quality of life in the Dryden area and communities worldwide





Belief Statements

As Rotarians we believe in

- ✓ service above self to our local community
- ✓ supportive fellowship, friendship, and fun
- ✓ supporting environmental sustainability
- ✓ combining our efforts to accomplish more than we could as individuals
- ✓ actively creating a diversified club that reflects our community
- ✓ supporting international programs to better our world
- ✓ using the Four-Way Test to guide our actions

The Four-Way Test

Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?





Parameters

- ✓ **We will operate within the Rotarian Code of Conduct.**

ROTARIAN CODE OF CONDUCT

As a Rotarian, I will:

- Act with integrity and high ethical standards in my personal and professional life
- Deal fairly with others and treat them and their occupations with respect
- Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- Avoid behavior that reflects adversely on Rotary or other Rotarians
- Help maintain a harassment-free environment in Rotary meetings, events, and activities, report any suspected harassment, and help ensure non-retaliation to those individuals that report harassment

- ✓ **We will operate in the spirit of fellowship and friendship**

- ✓ **We will integrate Rotary International's Seven Areas of Focus into our projects**

Rotary's Seven Areas of Focus

- Peace and conflict prevention/resolution • Disease prevention and treatment
- Water and sanitation • Maternal and child health • Basic education and literacy
- Economic and community development • Environment





Strategy One

We will serve our community by

- ☐ responding to community needs directly through service projects
- ☐ creating and maintaining partnerships with other service and community groups and organizations to increase our collective impact
- ☐ supporting local not-for-profit initiatives by sustaining the fundraising efforts by the club and the Dryden Rotary Charity Foundation (DRCF)

Strategy Two

We will expand our reach within our community by

- ☐ increasing and diversifying our club membership to become more reflective of our community
- ☐ educating our community about Rotary programs and our activities; local, regional, and international
- ☐ maintaining an integrated communications plan that considers traditional and social media, signage, clothing, etc. to enhance the club's public image and awareness





Strategy Three

We will provide opportunities for youth in our community and around the world by

- ☐ participating in and delivering Rotary youth programs
- ☐ supporting and leading literacy programs
- ☐ fostering development of leadership skills
- ☐ reducing the impact of poverty

Strategy Four

We will sustain an active and vibrant club by

- ☐ building a culture of fellowship, flexibility, adaptability, and resilience
- ☐ seeking to minimize barriers to membership including costs and meetings
- ☐ supporting members through educational opportunities and mentoring
- ☐ encouraging member participation in District and Rotary International educational and fellowship opportunities
- ☐ identifying and supporting members interested in taking on leadership roles
- ☐ looking for opportunities to streamline our administrative workload to reduce the leadership time commitment
- ☐ actively investigating new club structures to increase member engagement



Strategy Five

We will collaborate with Rotary International, District 5550, the NW Tri-Club, and other partners to do good in the world by

- ☐ fund-raising and volunteering to support regional, district and international projects and partners
- ☐ seeking District and RI grants to increase our impact

Assessment and Evaluation

We are committed to fulfilling this plan. The Executive will regularly report back to the club on our progress towards completing it by:

- ☐ regularly reviewing club structure and practices by surveys, club retreats, and/or club assemblies
- ☐ annually creating a “report card” on club activities and reviewing our strategic plan

