



Rotary Club of Maumee

2009-2012 Strategic Plan

Vision Statement

Maumee Rotary is a group of professionals focused on being proactive and responsive to the needs of others. We will accomplish this through active participation, dedication to service above self and assuring that all actions align with the four-way test:

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and better FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

In addition, Maumee Rotary will prosper through interactive development of young leaders, continuous education and partnership within the community.

Strategic Objectives

Guided by the Four Pillars of Service

• Club Service

Maumee Rotary will address the needs of our club through increased commitment by members, continued growth and consistent involvement.

Objectives:

- Increase active membership by at least 10 percent each year in order to grow the club.
- Gain a better understanding as to what members seek and prefer in being a part of Rotary in order to improve attendance and participation.

Actionable Goals:

- Identify vocations or businesses which are not currently represented as part of the club and actively recruit to satisfy those needs.
- Conduct a survey of current members by the end of 2009, including non-active members, to gain insight as to why attendance and participation may be lacking and to collect input for improvement.

• Community Service

Maumee Rotary will address the needs of our community through support and participation in service projects, community events and development initiatives.

Objectives:

- Identify best practices to assist underperforming students in achieving academic and personal success in order to improve the future for youth within the community.
- Improve the quality of life for community members by leading at least one significant infrastructure improvement project.

Actionable Goals:

- Invite local educators and institutional leaders to Rotary meetings, STRIVE meetings, or arrange for another time to meet, in order to form vital partnerships to reach out to underperforming students.
- Identify a necessary infrastructure improvement need within the community by the start of 2011 and establish a project team to lead the efforts for completion by the end of 2012.

• **Vocational Service**

Maumee Rotary will address the needs of young people through educational programs, sponsorship of multigenerational clubs and emphasizing awareness of service to the community.

Objectives:

- Develop youth-based Rotary sponsored clubs within the community in order to promote the concept of service above self across generations as well as create a pipeline of future Rotarians .
- Partner with local media to promote awareness of Rotary in order to gain involvement and support from the community in continuing the efforts and goodwill the club provides.

Actionable Goals:

- Identify an active mentor to participate in each Rotary-sponsored youth organization (Youthact, Interact, Rotaract, STRIVE).
- Invite members of the media to be a part of Rotary; establish a business case for inclusion of Rotary content in the Maumee Mirror and other local media content.

• **International Service**

Maumee Rotary will address the needs of those in other nations through contributions to aid programs, improved knowledge of international causes and promoting improved quality of life worldwide.

Objectives:

- Completely eradicate Polio worldwide by concentrating efforts within four remaining countries still affected by the disease.
- Become familiar with water well initiatives and invest resources to provide clean water around the world in order to promote more widespread self-sustaining communities.

Actionable Goals:

- Work in conjunction with Rotary International to eradicate polio in the four remaining affected countries.
- Identify best practices for supporting the establishment of water wells internationally and determine the best method to support these efforts.