

**Strategic Plan 2013-2018  
for  
The Rotary Club of O’Fallon, IL**

Introduction

This strategic plan sets out a roadmap for the Rotary Club of O’Fallon of both broad and specific goals to strive for over the next five years. As Stephen Covey wrote in his book The 7 Habits of Highly Effective People, you must “begin with the end in mind.” This plan, through its motto, strategies, and goals, attempts to lay out that near- to mid-term state for the club.

It is important to recognize that there will never be an end state. The Rotary Club of O’Fallon has served the community since 1925 and will indefinitely. Its goals today are not the same as 88 years ago. Likewise, they will not be the same as even five years forward. This plan must be reviewed and adapted regularly.

The intent of this document is to suggest generally WHAT needs to be accomplished by the club without directing HOW to go about it. Each item listed may have one or more activities generated to accomplish the larger goal. It will be within these more specific activities that will define how we will reach our targets.

Mission

The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

Rotary International’s Core Values

Every aspect of this document and the future club actions that derive from it should reflect the core values as stated in the 1 Jul 2010 Rotary International Strategic Plan. Those core values are:

- Service
- Fellowship
- Diversity
- Integrity
- Leadership

The club vision

**O’Fallon’s Premier Service Club**

**- Working Together, Having Fun, Positively Changing Our Community and the World**

The new motto should be used as both a planning vision for choosing activities and a reminder of how we want to be recognized by those outside of our organization. Club membership should be reminded of this motto regularly.

## Committees

Operations of the club should fundamentally occur within five main committees aligned with Rotary International's five avenues of service. All club members will participate in one or more committees or sub-committees. The committees will propose projects and budgets for the club in line with the committee's purpose.

This strategic plan sets out broad goals for the committees to strive toward. The committees must determine how to accomplish or work toward these goals. Prior to the Rotary year, each committee will propose to the board, and ultimately the club, what project they want to do and a budget to accomplish them. The committees will then operate to implement with the entire club their approved projects, within their approved budgets.

## Strategies and Goals

**Club Service:** The Club Service committee focuses on strengthening fellowship and ensuring the effective functioning of the club particularly in membership, training, and operations.

1. Implement a comprehensive membership recruitment, orientation, and retention program striving to increase membership growth by at least 5% annually (1Jul-30 Jun).
2. Assign a Rotarian to serve as a mentor for each new member.
3. Ensure every new member is active in a club project or function within the first six weeks.
4. The club will meet at least quarterly for a social event.
5. Maintain ongoing communications within the club, particularly between the board, the committees and the general membership. Continue to distribute to members a paper or electronic newsletter on no less than a monthly basis.
6. Members will serve in Rotary positions beyond the club level.
7. Continue to routinely provide the public with information about Rotary and club service projects/activities in the media, TV, radio, and/or newspaper. Find ways to expand on the methods, the frequency, and the quality of these communications.
8. Conduct Club Assembly at least annually to involve all members in the planning process.
9. Conduct at least one major fundraising project each year to support community/international service project(s).
10. Regularly review the club Constitution and By-laws and modify as necessary to reflect changes in RI policy and club operations.
11. Develop standard formats/processes for project proposals, committee and project reporting, etc.
12. Include monthly educational programs directed to teach and review aspects of Rotary with current members.
13. Improve the visual awareness of Rotary in the community, ie. signs and symbols.
14. Annually review the club's strategic plan with all club members including the vision statement, strategic priorities, and annual goals and revise it as needed.

Vocational Service: The Vocational Service committee encourages Rotarians to serve others through their vocations and to practice high ethical standards. Club members should strive to use their professional skills in service projects.

1. Conduct financial planning class(es) for high school age youth in the community.
2. Club members participate in a “job shadow” event/program with local high school students.
3. Develop job/vocation events to share information and educate club members.
4. Conduct skills training or discussions for high school and/or college students for use in their future business lives, such as ethics, values of good credit, etc.
5. Develop programs to improve high school students’ understanding of various occupations they may work in or with post-graduation.

Community Service: The Community Service committee covers the projects and activities the club undertakes to improve life in its community.

1. Develop and implement educational, humanitarian, and vocational projects that address the needs of our community.
2. Formally recognize O’Fallon High School Student of the Month during the academic year.

International Service: The International Service committee encompasses actions taken to expand Rotary’s humanitarian reach around the globe and to promote world understanding and peace. Club members can support International Service by sponsoring a project in another country, seeking international project partners to support projects in their own communities, or by personally volunteering at an international project site.

1. Develop and implement educational, humanitarian, and vocational projects that address the needs of communities in other countries.
2. Bi-annual participation of club member(s) in an international service trip.
3. 100% Rotary Foundation sustaining members.
4. At least 75% of membership are Paul Harris Fellows.

Youth Service: The Youth Service committee recognizes the positive change implemented by youth and young adults through leadership development activities (RYLA, Rotaract, Interact), service projects, and creating international understanding with and Rotary Youth Exchange.

1. Host at least one inbound Rotary Youth Exchange student each year.
2. Sponsor at least one outbound Rotary Youth Exchange student each year.
3. Improve the integration and interaction between our club and our sponsored Interact Club at O’Fallon Township High School.
4. Award a minimum of 2 RYLA scholarships each year.
5. Sponsor at least two club projects per year that involve active participation of community youth.
6. Continue to emphasize the club’s slogan of “The Rotary Club of O’Fallon Cares For Our Kids” in our youth activities and projects.
7. Incorporate club members in the presentation of the scholarships to college bound seniors.