

Rotary Club of Palm Coast



2018-2019 Strategic Plan

The Rotary Club of Palm Coast strives to be a viable, vibrant club with a diverse membership. Club members are empowered to find and participant in service projects that impact our community and the world. We are people of action!

The Rotary International six areas of service are used when selecting service projects. Education/Literacy and Maternal/Child Health are the focus areas for the Rotary Club of Palm Coast.

Members are key to the success of our membership driven club. The Rotary Club of Palm Coast will achieve a membership of 25-28 members in the next five years. When looking for members for the Club individuals with the following characteristics are preferred: Service-oriented, caring, helping, available and a self-starter.

The Rotary Club of Palm Coast is setting the following goals and objects to achieve the 2017-2018 Strategic Plan.

1. **GOAL:** The Rotary Club of Palm Coast will hold three service projects/year that focus on Education/Literacy and/or Maternal/Child Health.

Objective: The Service Committee will identify possible projects. Each project will be presented to the general membership at a Club Assembly. The membership will vote on the service projects they want to work on during the year. Any projects not chosen for the current year should be saved for future consideration. A proposed budget for each project should be prepared by the Service Committee and presented to the Treasurer for inclusion in the current budget.

2. **GOAL:** The Rotary Club of Palm Coast will attract 3 new members per year and retain 100% of current members. If retention falls below 100% additional members will be attracted so the net increase for the year is three.

Objective: Finding new members is the responsibility of each member of the Club. Membership retention is the responsibility of the officers of the Club. When potential

member leads are received from RI/District the Membership Committee Chair will contact the potential member and meet with them. The potential member will be invited to attend club meetings.

Objective: Each August there will be a program from the Membership Chair that focuses on new members.

Objective: Prospective members are invited to all social activities for our Club.

Objective: Membership drives are used when needed to introduce prospective members to our Club.

Objective: In order to obtain 100% retention members are encouraged to participate in training from RLI, the District and RI. When possible registration fees are paid by the Club for those members desiring additional training. The Administrative Committee will include Rotary training at least quarterly during Club meetings. District speakers are preferable.

Objective: The Rotary Club of Palm Coast publishes a weekly informational email to its members. In addition to the email all members have access to the Club Calendar listing upcoming events/meetings.

3. GOAL: The Rotary Club of Palm Coast strives to have active participation in the Rotary Foundation. Each member is educated on the importance of the Foundation and how donations impact District 6970 grants as well as global grants.

Objective: All members receive training about the Foundation. Each member is provided with a "What is Your Legacy" brochure.

Objective: All new members receive a "What is Your Legacy" brochure in their new member packet.

Objective: All members have an optional \$25 donation on their quarterly invoice. When members donate \$100 they are considered Sustaining Members.

Objective: On October 24th of each year a fund raising event for Polio Plus will be held and the funds raised will be sent to Polio Plus.

Objective: A donation in the amount of \$1,000 will be made to the Annual Fund from the Club.