Draft Strategic Plan
for the
Rotary Club of
Michigan City, Indiana

2016-2020

Michigan City Rotary Club
Strategic Plan 2016-2020

MISSION

The Rotary Club of Michigan City, Indiana is business, professional and community leaders working for a better community and world through humanitarian service, networking and high ethical standards.

VALUES

Our club values are embodied in the Rotary four-way test of the things we think, say or do:
- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

We also value fun and working with youth.

VISION

Our long-term club vision is to make our community better by developing:
- Successful individuals
- Engaged Youth
- Collaborative projects with other organizations in the community

GOALS

Our clubs 4 strategic goals moving into our 2017 centennial celebration year and beyond are to:
1. Improve Public Relations to Increase Awareness of the Club
2. Expand Fund Raising for the Clubs General Fund
3. Review and Prioritize Club Projects Based on Member Involvement
4. Increase Club Membership and Strengthen Retention Efforts

See following pages for measurable objectives and rationale for each goal

MICHIGAN CITY ROTARY CLUB
4 STRATEGIC GOALS & OBJECTIVES

1. PUBLIC RELATIONS

Overall Goal: Improve public relations for our club through traditional media of newspapers, TV, radio as well as social media such as Facebook.

Rationale: Focus groups with club members in 2015 identified the need to clarify our club's focus and purpose to the public in Michigan City and region.

Board Committee Responsibility for this Goal: Publicity/Social Media Committee of Marty Corley and Candice Silvas.

Objectives for Traditional Media – Newspapers, TV and Radio

a. <u>Submit one press release monthly to local media sources</u> informing public of club activities, accomplishments, and other newsworthy events. Local Media sources include: *LaPorte County Life, The News Dispatch, and The Beacher*
b. <u>Submit one press release per quarter to larger news sources</u> such as *NWI Times, Northwest Indiana Gazette, WSBT 22, and Fox 22*.

Objectives For Social Media - Facebook

c. <u>Increase traffic from the Rotary Facebook page to the local Rotary website</u> no less than 3 times per month and maintaining by July 2015 by creating a call-to-action button immediately, and monitoring data.
d. <u>Either maintain or increase the benchmark for organic reach</u> each and every month (generated on the last day of the month) as measured through weekly/monthly data reports through engaging, fresh, and interesting postings. Last full reported month (March 2016) marked at 539; monthly statistics will be based off of this number
e. <u>Increase number of male fans ages 25-34</u> from 21% to 30% by end of 2016 through targeted ad campaigns and enlisting the help of current Rotary members.
f. <u>Continue an upward trend of overall growth in Facebook page "likes"</u> by no less than 20 per month (240 per year)

2. FUND RAISING

Overall Goal: Expand and support fund-raising targets for the club's general fund.

Rationale: Focus groups with club members in 2015 reiterated the ongoing need for our club to raise funds for the general fund - which supports all the club's projects.

Board Committee Responsibility for this Goal: Fund Raising Committee of John Wendell and Lance Werner

Measurable Objectives for Club Fundraising include:
a. Board and Fund Raising Committee needs to identify *measurable fundraising dollar amounts and time frame – especially for the centennial celebration year of the club and upcoming gala event in June 2017.*

3. CLUB PROJECTS

Overall Goal: Review and prioritize club projects based on member involvement. This may mean eliminating or phasing out certain projects.

Rationale: Focus groups with club members in 2015 revealed the need to:
- Develop a process to determine the life span of club projects and assess/evaluate whether some are past their relevance
- Keep in mind that group projects were more likeable by club members
- Re-engage with international projects again
- Let new young members define a new club project and support it for a year

Board Committee Responsibility: Projects Committee of Megan Applegate, Bridgette Crowe and Joyce Hollingsworth

Objectives and Desired Outcomes for Club Projects:
a. Prioritize club projects based on level of involvement (*Needs measurable amount and time frame)*
b. Build the future of Rotary through youth by having at least xx students participate in Rotary Club of Michigan City programs each year.
c. Build an international consciousness and focus in the Rotary Club of Michigan City by obtaining xx% membership participation in a variety of international projects.

4. MEMBERSHIP RECRUITMENT & RETENTION

Overall Goal: **Increase membership and retention efforts of Michigan City Rotary Club**

Rationale: Focus groups with club members in 2015 identified the need to increase the overall membership of our club as well as the retention of existing members through active engagement of members in club activities and projects.

Board Committee Responsibility for this Goal: Recruitment and Retention Committee of Tom Keene and David Gately.

Measurable Objectives for Growing Active Membership

a. <u>Add 2 New Corporation Members</u> (currently at 7) by June 30, 2017
   Strategies and activities to support this objective include:
   - Identify the corporations we want to go after.
   - Engage the current membership for someone with a relationship.
   - Invite a representative from the company to speak at a meeting.
   - Present the Corporate Membership proposition by the membership committee.

b. <u>100% retention of Corporate Members</u> through June 30, 2017

c. <u>70% of Associate Members converted</u> to full membership (currently at 11) by June 30, 2017

d. <u>90% retention of Active Members</u> (currently at 49) through June 30, 2017
   Strategies and Activities to support this objective include:
   - Engage sponsors to make new members comfortable and get them involved in committees and activities.
   - Quarterly notification by the membership committee to sponsors regarding attendance of their recruits for follow up.

e. <u>50% increase in total members to include all categories of memberships</u> (currently at 66) by June 30, 2017
   Strategies and activities to support this objective include:
   - Encourage current members to invite friends and associates to attend as a guest.
   - If members have a prospect they would not be comfortable approaching for membership they should refer that person to the membership committee.
   - Obtain contact information for all guests, student guests and visitors. (Special guest sign in sheet). Regular follow up with those folks.
   - Promote more Social Media exposure.
   - News Dispatch and Beacher publicity about club activities and member accomplishments.