



EMMAUS ROTARY CLUB, 1926

STRATEGIC PLAN 2017-2020

This Strategic Plan provides goals and strategies to guide club officers and members during the next three years. The Strategic Plan should align with Rotary International and District 7430 goals and will be reviewed and adjusted each year as needed.

VISION STATEMENT:

The Emmaus Rotary Club is a network of individuals who value and demonstrate, through our actions, service above self to make a difference in our local and global communities.

MISSION STATEMENT:

We will realize our Vision by building friendships through fellowship, upholding ethical standards, increasing public awareness of Rotary, applying our diverse talents and resources in meaningful projects that support our youth programs and community outreach and by partnering with Rotary District 7430 and Rotary International.

GOALS FOR THREE YEARS- 2017-2020*

1. Support and strengthen club membership
2. Continue focus on humanitarian service through local and global projects
3. Enhance public image and awareness of Rotary

* These goals reflect the strategic goals of Rotary International

STRATEGIES for accomplishing goals:

I. Support and strengthen club membership*

- A. Foster club innovation and flexibility
- B. Encourage members to participate in a variety of service activities
- C. Promote membership diversity
- D. Improve member recruitment and retention
- E. Develop leaders—encourage members to attend District Training Assemblies, Rotary Leadership Institute, District Conference and International Convention
- F. Encourage strategic planning at club level
- G. Educate members about Rotary
- H. Schedule regular Fellowship events

* Strengthening and supporting club membership is the responsibility of all members.

II. Continued focus on humanitarian service through local and global service projects

- A. Eradicate polio and support Rotoplast
- B. Increase sustainable service focused on programs and activities that support the six areas of focus of The Rotary Foundation: promoting peace, fighting disease, providing clean water, saving mothers and children supporting education and growing local economies
- C. Increase collaboration and connection with other organizations
- D. Create significant/sustainable projects both locally and internationally

III. Enhance public image and awareness of Rotary

- A. Publicize action-oriented service
- B. Promote core values
- C. Emphasize vocational service
- D. Encourage club to promote networking opportunities and signature activities
- E. Update website, brochures, social media to unify image and brand awareness