

# Rotary Club of Madison Strategic Plan

## Mission

We provide service to others, promote integrity, advance world understanding, and foster goodwill and peace through our fellowship among business, professional and community leaders.

## Values

Fellowship, integrity, racial equity, diversity, service and leadership.

## Long-term goals

**G1-** Support and deliver services that strengthen our local and international communities.

**G2-** Strive to build a strong club that encourages member engagement and participation in club activities, and continue to make Rotary a community leader and aspirational membership organization.

## Multi-year strategies

**S1A- Focus on recognized areas of need and employ financial and human capital to positively impact our community.**

- Community Grants Committee
- Community Projects
- Swarsensky Award
- Senior service

**S1B- Invest in our future by providing youth with financial support, mentorship, leadership and cross-cultural programs.**

- Scholar/Mentor
- Ethics Symposium
- Youth Awards
- Rotaract
- Interact

**S1C- Support and participate in international service through Rotary International and our club's global initiatives.**

- International Projects and Programs
- Rotary Youth Exchange
- Rotary International

**S2A- Provide oversight and general direction for the organization in support of its mission and values.**

- Strategic Planning
- By-laws
- Officer Nominations
- Director nominations

**S2B- Provide learning, social and service opportunities that deepen connections among members.**

- Music
- Service Priorities
- Button Box and Welcoming
- Club Meeting Assistance
- Vocational opportunities
- Fellowship Group Coordinator
- Kitchen Committee
- Mem. Development
- Program
- Visitor Hospitality
- Rotary News
- Mem. Recognition
- Orientation

**S2C- Maintain operational excellence that reflects transparency, stewardship and efficiency.**

- Budget and Finance
- Information Tech and Office Support
- Personnel
- Marketing and Communications
- Youth Protection
- Fund Drive
- Classification
- Racial Equity
- Photography

## Measureable objectives 2018-19

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## Measureable objectives 2019-20

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## Measureable objectives 2020-21

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