



Strategic Plan
for the
Rotary Club of
South Hall County

2019-2024

South Hall County Rotary Club Strategic Plan 2019-20240

MISSION

The Rotary Club of South Hall County 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 place a high emphasis on ensure that these questions are a part of each project and activity we undertake.

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 that include working closely with the four current Interact organizations sponsored by our club.

GOALS

Our clubs 4 strategic goals moving into our 2020 year and beyond are to:

1. Increase Club Membership and Strengthen Retention Efforts
2. Improve Public Relations to Increase Awareness of the Club
3. Review and Prioritize Club Projects Based on Member Involvement and Fundraising.
4. Engage our Youth

See following pages for measurable objectives and rationale for each goal

SOUTH HALL COUNTY ROTARY CLUB

4 STRATEGIC GOALS & OBJECTIVES

1. Membership

Overall Goal: Increase membership and retention efforts of South Hall County Rotary Club

Rationale: Club Surveys conducted with club members in 2019 identified the need to increase the overall membership and diversity 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: Membership Chair and Board.

Measurable Objectives for Growing Active Membership

- a. Add 2 New Corporate Members (currently at 0) by June 30, 2020
Strategies and activities to support this objective include:
 - Identify the corporations we want to go after.
 - Engage the current membership for “upgrades” to corporate membership.
 - Invite a representative from potential company to speak at our meeting.
 - Present the Corporate Membership proposition by the executive committee.
 - Consider other new membership options for professionals under 40
- b. 100% retention of Corporate Members through June 30, 2020.
- c. 70% of Associate Members converted to full membership (currently at 0) by June 30, 2023.
- d. 90% retention of Active Members (currently at 22) through June 30, 2020
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. 50% increase in total members to include all categories of memberships (currently at 22) by June 30, 2022
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.

- Consider including honorary public officials to increase awareness and attendance.
- Obtain contact info for all guests and visitors. Regular follow up with guests.
- Promote more invitations through Social Media exposure.
- Publicity about club activities and member accomplishments through as many channels as possible.
- Recognize members who bring guests.

2. Public Relations

Overall Goal: Improve public relations for our club through our four social media channels and engaging local newspapers and radio.

Rationale: Club Surveys conducted with club members in 2019 identified the need to continue to grow support and awareness of the South Hall Club and our activities in the Oakwood and Flowery Branch area.

Board Committee Responsibility for this Goal: Public Image

Objectives for Traditional Media – Newspapers, TV and Radio

Submit one press release monthly to local media sources informing public of club activities, accomplishments, and other newsworthy events. Local Media sources include: *The Times and Access WDUN*

Objectives for Social Media - Facebook

- Increase traffic from the Rotary Facebook page to the local Rotary website no less than 3 times per month and maintaining by July 2020 through posting on the Rotary website and cross promoting on Facebook.
- Increase the use of the other social media channels (Instagram, LinkedIn, and Twitter to post and maintain once a week, every week.
- Increase number of followers on pages 10% year over year and hope to increase exposure 10% to those in the 30542 zip code by end of 2020 through targeted ad campaigns and enlisting the help of current Rotary members.

3. FUND RAISING

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

Rationale: Club Surveys conducted with club members in 2019 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.

Measurable Objectives for Club Fundraising include:

- a. Board and Fund-Raising Committee needs to identify *measurable fundraising dollar amounts and time frame –for the upcoming year of the club, 5K and upcoming gala event in February 2021.*

4. CLUB PROJECTS

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

Rationale: Club Surveys conducted with club members in 2019 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.

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 Hall County programs each year.
- c. Build an international consciousness and focus in the Rotary Club of Hall County by obtaining xx% membership participation in a variety of international project.

