



STRATEGIC PLANS 2020/2021

BUILDING ON THE FOUNDATION THAT WAS CREATED FOR THE PAST THREE YEARS, AND RECOGNISING THAT MANY OF THE PREVIOUS GOALS HAVE BEEN ATTAINED WHILE OTHERS NEED UPDATING TO REFLECT CHANGING COMMUNITY AND MEMBERSHIP NEEDS, THE 2020/2021 STRATEGIC PLAN WAS CREATED.

MISSION

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

VISION

Global Trekker Rotarians are fun-loving, highly motivated individuals who have a mission to serve humanity. We are neighbours, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

GOALS

THE CLUB

- Maintain a 100% Foundation Giving Club Status through a \$100 per capita giving to the Annual Fund from the membership dues.
- Maintain a 100% Paul Harris Fellow Club by encouraging all active members to become Paul Harris Fellows and utilising Foundation recognition Points where necessary to assist deserving members.
- Create a **Club Virtual Office** to streamline the efficiency of conducting club business and Club officer's duties.
- Utilise the club's official email address for our weekly online meeting invitations and newsletter distribution, thereby creating a **uniform and consistent representation of the club to the wider community.**
- Update our **new member orientation package** to be a digital document on the club website for ease of accessibility and reformatted into a user-friendly style to create clarity and attraction.

- Update the **New Member Application** to a Google form that is user friendly and automatically populated into the Membership Spreadsheet of the Club Virtual Office.
- Conduct periodic **Teaching and Learning sessions** for new and established members to become familiar with the practical aspects of conducting club business and serving as a club officer. This is part of the **Club's succession planning and membership engagement.**
- Promote the additional value of being a Rotarian by increasing awareness and exposure to **Rotarian Fellowships and Rotarian Action Groups.**
- Focus on the **health and wellness of Rotarians** as a priority in being a resilient service club with optimal capability to serve the community.
- Focus on strengthening our ties with our newly formed **E-Global Rotaract club**, providing mentorship and networking to enhance their service output, and creating a program for personal and professional development.

THE COMMUNITY

LOCAL

- **Update our community assessments** to align with current needs in 2020. In the supported Stokes County Schools providing calculators to assist in STEM education as the dictionaries and thesaurus program was deemed to be less relevant to classroom needs.
- Augment our Food Insecurity Support in Stokes and Rockingham Counties with **LONG TERM and SUSTAINABLE** solutions by creating employability and focusing on Education. A new Trade school scholarship for the Second Harvest Food Bank Culinary Training program to be considered as one such venture.
- Continue to forge **COMMUNITY PARTNERSHIPS** with organisations that promote education, literacy, environmental work and hunger alleviation. This creates opportunities to widen our network of support for the RAFFLE fundraiser, our annual tree planting and builds a synergy that multiplies the benefits to those we serve.
- Maintain a visible presence through active marketing of our work on social media, the press and community events.

- Explore options to conduct **service in kind**; notably a blood donation drive done in collaboration with other clubs in the district.

GLOBAL

- Continue to support individual member projects outside of North Carolina and encourage new projects involving basic education and literacy. A new health education project to be supported in Vietnam with continued support for projects in Australia, Mexico and Trinidad and Tobago .
- Leverage the capabilities of a dedicated POLIO PLUS CHAIR to champion the End Polio Initiative as COVID-19 has diverted the global polio campaign resources and a redoubling of efforts is required.

FUNDRAISING

- Increase marketing and participation in the Annual Raffle by collaborating with a community partner on advertising and purchase of prizes.
- Increase marketing and participation in the Tree Planting Fundraiser by collaborating with community partners involved in holiday gift promotions and memorials.
- Explore the option of a 'Matched Gift' program from corporate employers as a means of club support.
- Continue to promote the AMAZON SMILE link to support the Rotary E-Club of Global Trekkers as a registered charitable organisation.