

**ROTARY CLUB OF SMYRNA, TENNESSEE USA**



**FIVE-YEAR STRATEGIC PLAN**

**Adopted  
April 12, 2016**

**Rotary Club of Smyrna, Inc.  
P.O. Box 353  
Smyrna, Tennessee 37167-0353**

District 6760

Chartered in 1971

Club 3838

**Incorporated with Tennessee Secretary of State, control #0230740**

Officers: President: Jerome Dempsey \_\_\_\_\_  
President-Elect: John Black \_\_\_\_\_  
Secretary: Lisa McMahan \_\_\_\_\_  
Treasurer: DeWayne Sadler \_\_\_\_\_  
Parliamentarian: Eric Brown \_\_\_\_\_  
Immediate Past President:  
LeAnne Duffey \_\_\_\_\_

2016-2017

Treasure Elect: Beth Bragg \_\_\_\_\_

District 6760: Assistant District Governor  
Ginny Williams \_\_\_\_\_

Membership Chairperson  
DeWayne Sadler \_\_\_\_\_

Directors: 2013-2016  
Phillip George \_\_\_\_\_  
Kedric Rutz \_\_\_\_\_  
Amanda Johnstone \_\_\_\_\_

2014-2017  
Beverly Hamlin \_\_\_\_\_  
Danny Tolleson \_\_\_\_\_  
Bobby Hopkins \_\_\_\_\_

2015-2018  
Cheryl Hyland \_\_\_\_\_  
Laura MacDermontt \_\_\_\_\_  
Dan Epright \_\_\_\_\_

2016-2019  
Wayne Blair \_\_\_\_\_  
Amanda Johnstone \_\_\_\_\_  
Robert Stevens \_\_\_\_\_  
1st Alternate: Alex Smith \_\_\_\_\_  
2nd Alternate: Kevin Grisham \_\_\_\_\_

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**ROTARY CLUB OF SMYRNA  
FIVE-YEAR STRATEGIC PLAN  
April 2016**

**Vision Statement**

*To serve the community by giving back through our time and resources to improve quality of life.*

**Mission Statement**

*To improve quality of life in our local and broader communities through personal growth, service projects, resource assistance, partnering with others and Rotary International understanding.*

**Membership:**

1. Focus on recruitment, retention, orientation and diversity.
2. Achieve net membership increase by 5 members during July 1, 2015 -June 30, 2016, beginning with 86 members.
3. Achieve a net gain in female and minority membership of at least two members.
4. Improve the member retention rate by at least 1-percent from last year.
5. Continue strong, selective, sustainable member recruitment procedures.
6. Continue existing new member orientation and retention efforts.
7. Formalize new and young member socialization activities.
8. Focus on Rotary International membership dates/activities.

**Club Administration:**

1. Develop and enhance stimulating, entertaining and informational programs.
2. Emphasize attendance and implement requirements.
3. Continue strong program of socially stimulating activities outside of weekly club meetings such as sports events, picnic, club fund-raisers, progressive dinners, family-oriented service activities, etc. to develop member fellowship.
4. Continue to provide club sponsored Rotary Leadership Institute Parts I, II and III training to club members.
5. Continue to grow the Wings of Freedom Fish Fry (WOFFF) fund raising effort and other fund raisers which do not conflict with WOFFF as to allow a strong financial position.
6. Conduct annual strategic planning to update and review all club goals and plans including annual goals and progress on five year plan.
7. Continue leadership succession planning and committee leadership.
8. Continue our club's efforts with Interact and Rotaract Clubs. Have at least three club members mentor a Rotaractor or Interactor. (Clubs must report in Rotary Club Central.)
9. Continue to transfer 10% of the net earnings from the WOFFF to the Club's Endowment Account for annual scholarships.

**Public Relations:**

1. Strengthen member interest in Public Relations through a committee emphasizing , social media, website, and word-of-mouth.
2. Develop a media presence for our club through local media outlets.
3. Continue to recognize club activities and information through our weekly meetings, social media, our website, and media outlets.
4. Update club website and social media using Rotary's visual identity guidelines, visit the Brand Center at [www.rotary.org/brandcenter](http://www.rotary.org/brandcenter). Clubs must report in Rotary Club Central.

### **The Rotary Foundation:**

1. Attain a minimum Annual Fund contribution of \$100 per member.
2. Increase the total number of Benefactors, Bequest Society Members, or Paul Harris Fellows in the club by at least one.
3. Set appropriate annual goals for annual foundation giving, this year \$15,000.
4. Reach the Polio Plus goal of \$40 per member.
5. Provide regular Rotary Foundation education to our members.

### **Service Projects:**

#### Community Service Committee:

1. Perform and/or participate in annual local, regional and international service projects.
2. Continue the efforts of the Service Projects Committee in evaluating and selecting projects for sponsorship and partnerships.
3. Continue the Club's efforts in the following:
  - a. Smyrna West Mentoring Project
  - b. Dictionary for 3rd Graders Project
  - c. Stream Cleanups
  - d. Habitat House
  - e. Red Cross Blood Drive
  - f. Meals On Wheels Rotary Route
  - g. Waterfest/Boat Day
  - h. Alert CDC backpack program
  - i. Food bank volunteering
4. Broaden project participation to include member families, friends and work associates when possible.
5. Develop criteria for evaluating and implementing other community service projects.
6. Continue to support projects which have broad based community participation.
7. Support the Rotary Club of Smyrna's Interact and Rotaract Clubs.

#### International Service Committee

1. Develop an International Service Project Committee
2. Partner with an International Club a continuing, successful, cooperative international project that provides face-to-face contact.
3. Selectively identify international projects for investment and partnerships; where possible work with our Interact and Rotaract Clubs.
4. Continue to partner with local organizations that have an international focus.
5. Establish opportunities for frequent member face-to-face interaction with foreign nationals.

#### New Generations Committee

1. Develop a New Generation Committee
2. Support and encourage committee growth and strength; give true RI fellowship to Interactors and Rotaractors.
3. Provide continuing funding and staffing for International Youth Exchange
4. Support students with RYLA scholarships
5. Evaluate and develop educational programs as appropriate
6. Work cooperatively on community service projects with Interact and Rotaract.

Vocational Service Committee:

1. Broaden project participation to include member families when appropriate.
2. Undertake more hands-on projects that create greater member participation.
3. Develop more programs that involve high school student career planning.
4. Establish partnerships with organizations undertaking similar projects.

# ROTARY CLUB OF SMYRNA

## June 2016 Completion Report

### FIVE-YEAR STRATEGIC PLAN

#### *Vision Statement*

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#### *Mission Statement*

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#### Report of Five-Year Goal Status

<b>Goals</b>	<b>COMMENTS</b>
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# Rotary Club of Smyrna TN

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## MISSION

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