



Strategic Plan 2024-28

(Approved by Board of Directors 1/7/25)

Our Mission:

The Rotary Club of Chestnut Hill focuses on helping others, improving communities, and providing financial resources to those less fortunate, while enjoying fellowship.

Our Vision:

The vision of the Rotary Club of Chestnut Hill is an active and fun membership organization, dedicated to personal and professional growth by driving positive change for everyone in Northwest Philadelphia and beyond.

Our Ethical Commitment; The Four-Way Test:

Of the things we think, say, or do: 1. Is it the **truth**? 2. Is it **fair** to all concerned? 3. Will it build **goodwill** and **better friendships**? 4. Will it be **beneficial** to all concerned?

Rotary International's Vision Statement:

Together, we see a world where people unite and take action to create lasting change — across the globe. In our communities, and in ourselves.

Strategic Priorities for the Rotary Club of Chestnut Hill

Strategic priority 1

INCREASE OUR IMPACT *Team leaders; Maggie Stoeffel, Tim Sager (9/4)*

Forge deeper connections between members, grantees and community stakeholders in order to share respective visions and address the needs of those we serve.

Goals/Action Plan	Tasks/Activities	Timeline	Resources Needed	Who Leads the Effort
1. Achieve reciprocal engagement by inviting grantees and community stakeholders to events, and commit that members will attend theirs. Support our sponsors, businesses.		Start immediately and ongoing.		
2. Publicize our social events, civic events and service projects throughout the community, taking advantage of free calendar sites and social media. Achieve by working closely with the public image committee.				
3. Get creative with our events: vary the time and place; have themed dinners; learn something new (like the tango!); partner with local businesses to hold an event at their location. Schedule at least two before the end of the fiscal year.				
4. Conduct tours of grantee facilities so members really get to know their mission.		Start immediately, and ongoing.		

Goals/Action Plan	Tasks/Activities	Timeline	Resources Needed	Who Leads the Effort
5. Clarify and demonstrate that giving to CH Rotary — rather than directly to charities — has added value because of our knowledge of the charities and the due diligence we take in grantmaking.				
6. Create “multi-touch” relationships with the organizations we support; financial, hands-on service, and in-person relationship with staff.				
7. Continual messages to the community that we are a service and philanthropic organization with diverse members.				
8. Once a quarter, conduct a service activity during the weekly meeting to fulfill team members' desire for community service participation.				
9. Launch <i>The Fund for Northwest Philadelphia</i> endowment with a goal of raising \$50,000 by June 30, 2025				Club and Foundation boards.
10. Explore Club 30th Anniversary celebration as a marketing/fundraising tool.				

Strategic priority 2
EXPAND OUR REACH *Team leaders Andy Sears, Maggie Stoeffel (9/4)*

Expand the club’s outreach by actively bringing our club to the community.

Goals/Action Plan	Tasks/Activities	Timeline	Resources Needed	Who Leads the Effort
1. Partner with other organizations to present a periodic community event (like the Rotary/Arcadia event) to introduce our club to new audiences and to increase our impact.			jh	
2. Leverage and adapt existing events times and locations (such as Happy Hour and Socials) to present ourselves to people we may not normally have exposure to.				
3. Budget and invest in small, regular placements in the Chestnut Hill Local or elsewhere to publicize service projects, speakers, and events.				
4. Increase visibility of our service to the community: Making sure our sponsors tell their sponsors that we helped; wear Rotary brand shirts during service; Select outdoor locations for greater visibility.				

Goals/Action Plan	Tasks/Activities	Timeline	Resources Needed	Who Leads the Effort
5. Seek strong sponsor relationships with local businesses by demonstrating that our members will support them and that we are making a strong impact on the health and viability of the community.				
6. Expand CH Rotary connection channels to better reach the community where they are.	Explore Tik Tok, Next Door, local community messaging boards.			
7. Present periodic Community Event at a different venue	Create a Meet the Author series.			

Strategic priority 3

ENHANCE OUR ENGAGEMENT *Team leaders; Cathy Brzozowski, Ellen Williams*

Provide a variety of engagement opportunities to retain existing members and attract new members. Engagement tactics should be driven by data collected from members.

Goals/Action Plan	Tasks/Activities	Timeline	Resources Needed	Who Leads the Effort
1. Develop a FAQ that addresses new members.	Gather information from Ebony W. and Ann E.	Complete by mid-November 2024		Jay P. with Cathy B.
2. Develop an evaluation tool to assess engagement among members	<i>What is engagement? Do you feel engaged in Rotary? Do you like your current level of engagement (more/less)? What activities do you enjoy most? What activities are you less likely to join? Are our existing activities relevant to your interests? (if not explain what would be more interesting), Are there too many Rotary activities?</i>			
3. Review onboarding	Strengthen new member onboarding with a 2x annual onboarding process. Invite new members to small group session/dinner where there is an opportunity to explore engagement goals (participation in events) and opportunities (service and leadership) for the Club.			

Goals/Action Plan	Tasks/Activities	Timeline	Resources Needed	Who Leads the Effort
4. Welcoming: Do people feel welcome and included in Rotary? Have you ever felt excluded? What could we be doing to improve inclusivity?	Do a "table shake up" once a month 2nd Wednesday each month.	Begin October 9, 2024.		
5. Develop a different time to meet once a month to allow more members/prospective members to engage. Move Happy Hour meet up to 5 p.m.				Tim S. with board.
6. Create opportunities for emotional engagement among members at meetings, events: Laugh, mourn together; Commit to a common mission and help members care for each other.				
7. Make sure no member is left behind. Create a system that works to engage with members that works for them.				
8. Create a "commitment contract" with new members to understand how they will be engaged with the club's activities; meetings, community service, club service.				Membership Committee headed by Maxine D.
9. Increase member appreciation and understanding of each other by doing any of the following: Once a month during the weekly meeting, have a new or existing member present a vocational talk. Once a quarter, conduct a mingle mixer activity with icebreaker questions at tables during the weekly meeting so that members can get to know each other better,	-Schedule vocational talks in advance at each club business meeting.	-Begins March 5, 2025, monthly.	-Placed on speaker schedule document.	-Club President with Meetings Chair.

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10. Create meaningful service projects that are planned and on the calendar in advance on days/times that working members can participate.				-Maggie S. Community Service Committee.
11. Assign new members who have joined in the past year the task of developing a service project, fundraiser, or event to support Chestnut Hill Rotary's mission and vision. Allocate funding as seed money for the project.	The board approved \$2,000 expenditure to be split for two groups of new members, ten members in each group (\$1,000 each group). Communicate and organize groups and assign leads.			Maxine D and board.

Strategic priority 4

INCREASE OUR ABILITY TO ADAPT *Team leader: Sweta Gairola*

Explore and implement new ways to increase member engagement, enhance personal and professional growth of our members, and better meet the needs of our community.

Goals/Action Plan	Tasks/Activities	Timeline	Resources Needed	Who Leads the Effort
1.. Workshop - Source new ideas from other Rotary Clubs (ie, CH Rotary Leadership members to schedule meetings with Glenside, Conshohocken, Jenkintown, and Philadelphia clubs and share our activity plan and how meetings are run and understand the same about those clubs to see if any new ideas are sparked for our club).				
2. Once a quarter, invite another Rotary Club to present to our club about what activities their club has executed and what they have upcoming/planned.				
3. Hold at least one annual joint activity with another club (ie, maybe a service activity, or maybe a fun team building activity - Phillies game, etc.)				
4. Once a quarter, have a club member teach other members a new skill or topic (ie, using social media,				

understanding AI,) that can help increase personal and professional growth.				
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5. Once a quarter, hold a business type meeting/update to discuss the impact the club has made to date so that all club members are knowledgeable about our activity and how to communicate it to others ("word of mouth)				
6. Increase transparency on club processes and decision making.				
7. Expand diversity in leadership roles and positions.				
8. Deliver focused and intentional speaker topics for members so that members can continue to see the impact we make with a single organization over time (deepens the sense of purpose of making a difference with the community vs. one off/randomly selected topics)				

