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**FIVE YEAR STRATEGIC PLAN**

**2025 - 2029**

**Strategic Priority #1: Increase Community Impact and Strategic Partnerships**

**Enhance our community and regional impact by building strategic partnerships with key community and anchor institutions driving meaningful initiatives. We aim to address the critical challenges facing our area and work together to improve the quality of life for all residents.**

**Methods**:

1. Identify and execute at least one service project by each service committee each year that addresses a need in the greater Toledo region.
2. Collaborate with key local organizations to support their ongoing initiatives through grants and volunteer efforts.
3. Enhance the visibility and effectiveness of Rotary’s grant-making efforts by aligning them with community needs and strategic partners.
4. Organize joint events with partner organizations to promote shared goals and engage the broader community.
5. Regularly assess the outcomes of service projects and partnerships and communicate these results to members and the community to highlight Rotary's contributions.
6. Work with the Rotary Club of Toledo Foundation to examine its funding approach to better support projects and initiatives that align with the strategic plan’s goals, maximizing impact and resource allocation, including identifying and pursuing a transformational project embraced by the members of the club.

**Strategic Priority #2: Strengthen Member Connection and Engagement**

**Create an inclusive environment that connects and engages multigenerational leaders by enriching member experiences, offering engaging opportunities for involvement, and fostering meaningful relationships. We aim to build a vibrant and unified membership that reflects the diversity of our community.**

**Methods:**

1. Actively recruit new members from diverse backgrounds to better reflect the Toledo community and broaden club perspectives.
2. Strengthen our ambassador program to allow members to engage with multiple mentors and experienced members, fostering deeper connections and diverse learning opportunities.
3. Maintain a dynamic program series featuring relevant topics and diverse voices, designed to attract both Rotary and non-Rotary community members.
4. Continuously improve the onboarding process for new members to ensure they feel welcomed, connected, and informed about how to get involved in club activities and initiatives.
5. Maintain an ongoing education program for Rotary members to enhance their understanding of the organization’s mission, vision, and initiatives.
6. Build a strong partnership with Rotaract to learn from their experiences and integrate their insights into Rotary activities and member engagement strategies.
7. Develop a plan to educate and engage the non-Rotary community about Rotary's mission, vision, accomplishments, and commitment to service through culturally diverse events, social media campaigns, and partnerships with local organizations, specifically targeting different ethnic and cultural groups.

**Strategic Priority #3:** **Grow Our Regional Brand Awareness and Visibility**

**Promote our impactful work and enhance brand visibility by positioning the club as a trusted partner for both emerging and established leaders. We aim to be recognized as the premier platform for leaders to come together, take action, and drive meaningful change in the community.**

**Methods:**

1. Promote a comprehensive communication strategy that leverages social media, email marketing, and a dynamic website to enhance visibility and engage with a broader audience.
2. Maintain a media relations plan that includes regular press releases, media outreach, and scheduled appearances to maintain a consistent presence in local news outlets.
3. Provide training for a dedicated group of club members on effective media engagement and storytelling to ensure consistent and impactful communication.
4. Coordinate Rotary representation (branding opportunities) at key regional events, enhancing visibility and promoting the club’s activities and values.
5. Encourage members to wear Rotary-branded apparel at club and community events to increase brand recognition and visibility.
6. Use both media and non-media platforms to tell compelling stories of Rotary members' contributions and the impact of their work in the community.

**Strategic Priority #4: Strengthen Ability to Adapt and Innovate**

**Strengthen our ability to adapt and innovate by embracing new ideas, fostering creativity, and responding proactively to change. We aim to stay ahead of challenges and seize emerging opportunities to drive continuous improvement by cultivating a culture of flexibility and forward-thinking.**

**Methods:**

1. Prioritize building a strong leadership succession plan and recruitment pipeline to ensure continuity and effective execution of long-term strategies, including further educating committee chairs and vice chairs about the operations of the club as they take leadership roles.
2. Develop a strategic approach to ensure all committee objectives and leadership priorities are directly aligned with the club’s strategic plan and Rotary International goals and standards.
3. Continuously evaluate staff leadership responsibilities to increase capacity for promoting the organization, enhancing community partnerships, and boosting revenue and brand awareness.

**Strategic Plan Metrics and Accountability**

The Rotary Club of Toledo’s Bylaws provide that the Vice President is the Chair of the Strategic Planning Committee. This committee, selected by the Vice President, shall monitor progress on the strategic plan goals and metrics, ensuring continuous improvement and alignment with the Club’s vision and mission.

The method of evaluation shall be the use of a point scale to assign a score (0-3) to each method within each strategic priority. For Strategic Priorities 1, 2 and 3, the goal is to score a 12 or higher. For Strategic Priority 4, the goal is to score a 7 or higher. The Strategic Planning Committee, through the Vice President, shall report back to the Board on its evaluation. This evaluation will take place twice during a Rotary fiscal year. To the extent the Strategic Planning Committee determines that the Club has not reached the needed score for a Strategic Priority, it will consider and recommend actions steps to the Board for improving the Club’s performance in that particular area.