

Rotary Club of Passport to Amador 2021-2022 Strategic Plan

Status at Close of 2020-2021 Year:

Membership: We lost quite a few members during this year, 6 to be specific as the challenges of Covid forced many to reevaluate their commitments. We are sad to see them go.

Foundation: We did not meet our 100% foundation giving goal, landing around 30%. We did end up with 5 Polio Plus Society members and maintained 8 Paul Harris Fellows. We hosted a successful Foundation Dinner, featuring Dave Bianchi, May 20th. Over 60 were in attendance.

Youth Services: We hosted the 2021 Music Contest and were able to hand out \$550 in scholarships to 3 Argonaut High School Students. The contest was hosted via Zoom and there were many who logged in to attend. Interact seemed to have disbanded as school was not in person.

Service: We were not fantastic at reporting community service hours to secretary Donna Hall this past year. We did, however, complete our first District Grant project with the Rotary Club of Plymouth-Foothills! With the help of Deirdre Mueller, over \$2000 was raised to complete the Fiddletown Firehouse shower room project.

Meetings: We did have to meet via Zoom in the winter months, which allowed for some really fantastic speakers that we may not have gotten if meeting in person. When weather allowed, we were able to meet socially distanced outside at rotating locations to much success. "Wine Down with Rotary" occurred bi-monthly, with District-level speakers like Dave Bianchi. Attendance appeared to be the same core group of people each month, but the enthusiasm and positive energy filled the room.

Fundraisers: Planned fundraisers such as the Plymouth Flea Market, Bowl-a-Thon, and the County Fair were all cancelled, but the dues holiday from the district and reduced costs for PETS gave us a break.

Strategic Plan for 2021-2022:

Strategic Issues Facing the Rotary Club of Passport to Amador:

1. Grow membership, replacing those members we lost at the end of 2020-2021

2. Continue to foster and develop a club culture as we narrow down what is most important to us
3. Grow finances so we can be able to do more good in the community

Club Strengths:

1. Positivity and creative problem solving
2. New found focus on the most underserved and traditionally ignored elements of our society
3. Enthusiasm to learn about Rotary and our community's needs
4. Fellowship

Club Weakness:

1. Finances, we are still bringing in just enough to pay our bills. There is a little cushion from the dues holiday.
2. We are not engaging all members. There are many we do not see
3. No yearly routine/project schedule, slightly erratic with things popping up

Opportunities for 2021-2022:

1. Continue to pursue sending alternative ed students to RYLA/Music/Speech contest
2. Possibly charter an interact club at Independence High School
3. Link up with the absent members' other non-profit activities to promote their engagement and feeling of inclusivity in Rotary

Challenges for 2021-2022:

1. We will need to have a fundraiser to grow our finances
2. There are already 4 other clubs in the community, what is lacking for us to fill?
3. Lack of education on Rotary International

Vision of the Rotary Club of Passport to Amador in 5 years:

1. 40+ members
2. Yearly service projects
3. Yearly International service project
4. 2 RYLA students from alternative ed programs
5. Yearly fundraisers

Rotary Club Passport to Amador 2021-2022 Goals by Area of Focus:

Membership:

- Add at least 3 new members this year

Foundation:

- Every member have a log-in to MyRotary.com
 - *Alexis to bring worksheets to meetings and privately reach out to those who have not created a log-in*
- Become a 100% Foundation Giving Club (everyone donates \$25)
 - *“Member Spotlight” at each meeting and/or newsletter, sharing why they donate to the foundation*

Youth Services:

- Send an alternative ed student to RYLA
 - *Need to have a fundraiser to get the funds to send the student*
 - *Need ample recruitment time to properly interview and choose students*
- Reconnect with Interact

Community Service:

- Each member reports at least 40 hours of community service during the rotary year
 - *For every 40 hours reported, members will get a 4-Way test koozie and their name will be entered in the pot to win a larger TBD prize at the end of the year.*

International Service:

- Have an international service project at some level
 - *Luisa in Europe connecting with international clubs this summer.*

Meetings

- Continue to rotate locations and pair speakers with locations and Rotary International theme for the month
- “Wine Down with Rotary” to continue via Zoom

Fundraisers

- Plymouth Flea Market should be back on in May, headed by Elizabeth
- Sutter Creek Firemen's Ball in September/October (still exploratory)
- Smoke Chasers in late May, led by Deirdre and Alexis
- 2023 Sutter Creek Duck Race (still exploratory)

Co-President Lauren Hartwick Specific Goals

- Continue to deepen Rotary International knowledge and feeling of participation
 - *Have 5 members attend the 2022 RALLYE awards*

- *Continue bi-monthly Wine Down meetings with district-level speakers*
- Publicize the Rotary Club of Passport to Amador
 - *Press Releases across media forms - radio, newspaper, District website*
 - *Continue to update website and Facebook regularly*
 - *Keep calendar updated for website*

Co-President Toni Linde Specific Goals

- Grow our membership
 - *Connect to each member personally to know what they want our Club to be and what they need to help them stay*
 - *Bring in new members*
- Fundraisers
 - *Add to our list of the events we are working on so we can grow our budget*
 - *Get fun events that everyone wants to work on and wants to attend*