

Rotaract Club of Birmingham

2010 - 2015 STRATEGIC PLAN



VISION

Be the premier civic club whose members, alumni and sponsors lead the organizations that comprise a world-class community.

MOTTO *Learn. Socialize. Serve.*

Leadership & Professional Development

- Establish a significant leadership and professional development program
- Nurture relationship with the Rotary Club of Birmingham to benefit both Clubs

Membership

- Recruit Rotaractors, engage members, transition into alumni
- Expand to 275 Rotaractors
- Limit negative turnover to 25%
- Achieve 60% member attendance at lunch meetings
- Involve 100% of members in at least one program, social and service event every year

Meaningful Service

- Perform 1,000 hours of service annually
- Record service impact metrics for every individual and signature project
- Provide the greatest Rotaract contribution to Rotary International's polio eradication effort

Financial Strength

- Maintain cash reserve equal to six months of operating expenses
- Leverage strategic relationships with stakeholders to support Foundation initiatives
- Grow unrestricted Foundation funds to \$100,000

MISSION

Rotaract provides an opportunity for Birmingham's young professional leaders to promote responsible citizenship, develop professional skills, and employ effective leadership by offering venues to learn from proven leaders, network with committed young professionals and serve the needs of the community.