

Lincoln Downtown Rotary (Rotary 14)

Proposed Goals for 2017 – 2022 *note: approved by Lincoln Rotary Club #14 Board 10/19/2017*

To establish goals and objectives for our club, also known as a strategic plan, we participated in a visioning exercise organized by representatives of District 5650 in June 2017. That activity identified 12 key focus areas including club community identity, club size, club attributes, administration, vocational service, community service, youth service, international service, fundraising, RI Foundation, Rotary 14 Foundation and public relations. There were three possible goals within eleven of the twelve areas. The following goals come from an exercise in which a group of club representatives worked to place each goal in a year during which it will be accomplished.

During the 2017-18 Rotary year Rotary 14 will:

1. Be known in the community for improving lives globally and locally, and our club will embody the slogan “Rotary 14 is the place to be.”
2. In the community service area, we will plant a tree for each member of the club.
3. In the youth service area, we will continue our focus on Everett Elementary School.
4. We will identify a signature project as part of our focus on doing good in the community through the Rotary 14 Foundation.
5. To foster improved public relations, when club members are in the community working on a project, they’ll have a Club 14 T shirt to wear and we’ll seek to increase our media coverage for our work in the community.

During the 2018-19 Rotary year Rotary 14 will:

1. Be known in Nebraska as the premier service club in the state.
2. In the area of club service, we will establish and offer satellite club meetings at a time and location other than noon downtown and we will seek to have every member involved in at least one service activity during the year.
3. For a vocational service goal, Club 14 will seek to increase business networking events such as Business Networking Day and Business of the Year event.
4. Our club will establish a vocational program with Everett Elementary and establish a scholarship to offer one of Everett’s graduates when she/he graduates from high school.
5. For a community service goal, Club 14 will work with our Foundation to establish funding for mini grants seeking to foster small projects that can be completed in a short period of time of a month or two.
6. We will seek, in cooperation with both the RI and Rotary 14 Foundations, to “put a face” on projects with more stories about projects being funded.
7. In the area of public relations, we will seek to establish a “content committee” that will encourage and promote collaboration among the various aspects of the club including our weekly program speakers, our service projects, grants from our Foundation and the RI Foundation and activities of our individual members. We anticipate this will lead to an improved image in the community and among our members.

During the 2019-20 Rotary year Rotary 14 will:

1. One of our attributes will be that our club has members from every major employer in and around Lincoln and our membership will include a wide range of community leaders from business, education, government and nonprofit organizations.
2. Rotary 14 will become a totally electronic club.
3. In the vocational service area, we’ll be known as a leader involved with mentoring programs in the community.
4. Under the category of community service, our work with Everett Elementary will be expanded to include other high need elementary schools.
5. Our youth service focus will increase the amount and number of scholarships we offer and we will invite members of high school student councils to attend at least one meeting of our club as a group. Perhaps they’ll be invited to take part in our program. One of the scholarships to be added will be a scholarship specifically focused on underprivileged students.
6. We hope and pray that Polio will be eradicated.
7. Under the international service banner, Rotary 14 will seek to increase the number of international exchange students.
8. Our Rise Shine Give fundraising event will reach a $75,000 goal.
9. Our contributions to RI Foundation will average $150 per member.

During the 2020-22 years Rotary 14 will:

1. Grow to include 320 members
2. Reduce the average age of our membership by 5 years
3. Arrange to send one or two club members to visit our international projects at least every other year.
4. We’ll be more diverse ethnically and racially
5. We’ll establish a “Rotary Rocks” event that will feature a national speaker and act as a fundraising with a goal of $75,000.
6. We’ll work with the Rotary 14 Foundation to establish a scholarship to offer to someone seeking a vocational degree or certificate.