



Strategic Plan

(Developed: Spring 2020, Adopted: July 16, 2020)

- Vision:** We support big, long-term civic projects that make a difference in Lincoln, in our district, in our state, and around the world and serve as a catalyst to engage others.
- Goals:**
- Develop a committee to identify at least three “wow” projects that will improve Lincoln or Nebraska, where Rotary can serve as a catalyst and requires collaboration with others by the end of December 2020.
 - 110 members donate \$110 in honor of our 110th year to our club foundation to support our Club’s local community projects (2019-20 amount donated \$3,090)
 - Average gift per member will increase to \$85 to Rotary International to support our international programs (2019-20 average \$65)
-
- Vision:** We feel like a ‘big, little town’ – our members serve on at least one committee, feel welcome, and have opportunities to develop meaningful relationships with others.
- Goals:**
- 100% of our members are on at least one committee (presently 28% of members are not on a committee)
 - 90% retention rate (including at least 85% of our first-year members) (presently 3-year retention average is 88% for all members and 77% for new members)
 - Develop three new service opportunities that engage members in a different way
-
- Vision:** Our weekly meetings and events follow a 4E principal – educational, entertaining, enlightening, and efficient.
- Goals:**
- Survey member to identify at least ten potential high-quality speakers
 - Speakers will always have at least 20 minutes of presentation time (including questions)
 - Maintain at least 90% satisfaction with the meeting and speaker
 - Launch at least one new meeting format during 2020-21
 - Average attendance will be at least 60% (57% in 2019-20)
-
- Vision:** Our membership represents the city of Lincoln.
- Goals:**
- Our Club’s membership will be:
 - Gender: 50/50 female/male (presently 36/64)
 - Age: Average age of 48 (present average age of Club is 58; the median age of people 25 years and older in Lincoln is 48)
 - Race/ethnicity will reflect the city of Lincoln
 - 2019 Census data: 85.2% white, 4.4% black, 0.6% American Indian/Alaskan Native; 4.7% Asian; 0.1% Native Hawaiian/Other Pacific Islander, 3.6% two or more races, 7.4% Hispanic or Latino
 - Every employer, with at least 250 employees, in Lincoln will have a member in Lincoln 14 (presently 9 of 38 identified employers have members)