



Club of  
Long Beach

# Rotary Club of Long Beach Strategic Plan 2025-2028

## OUR VISION

Rotary Club of Long Beach envisions a community and a world where people work together to inspire hope and improve the lives of our youth and families in the spirit of fellowship.

## OUR MISSION

To create a positive impact by supporting youth, developing leadership, and addressing emerging community needs in a spirit of fellowship and service.

## OUR CORE VALUES

- Ö **Service:** We focus on service activities and programs that promote global understanding and peace.
- Ö **Fellowship:** We build strong relationships and foster a sense of community believing that combined efforts serve humanity better than individual efforts.
- Ö **Leadership:** We apply our skills and expertise to address social issues and make a positive impact in our communities and the world.
- Ö **Integrity:** We expect accountability from leaders and members, emphasizing honesty, ethical behavior, and adherence to the highest standards in both personal and professional relationships.
- Ö **Diversity:** We value and celebrate the contributions of people from diverse backgrounds and perspectives.

These are the guiding principles based on the 4-Way Test representing all organizational decisions and actions.

**Goal 1. Increase membership through new member acquisition programs, lapsed member initiatives and current member retention initiatives.**

Objective	Actions	Champion	Timeframe
<b>1.1 Reduce the number of new member resignations by 5% annually.</b>	<ul style="list-style-type: none"> <li>- Encourage each new member to join a specific committee to promote immediate engagement.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 2/Team 3</li> </ul>	<ul style="list-style-type: none"> <li>- August 2025, review and update annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Engage Membership Committee to mentor new members at meetings and to foster attendance.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 3</li> </ul>	<ul style="list-style-type: none"> <li>- August 2025/ Ongoing</li> </ul>
	<ul style="list-style-type: none"> <li>- Conduct new member social gatherings and a 'check-in' with the President and other members of class.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Chair/ President</li> </ul>	<ul style="list-style-type: none"> <li>- Semi-Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Review and update Red Badge to Blue Badge requirements.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Committee</li> </ul>	<ul style="list-style-type: none"> <li>- July 2025/ Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Continue Rotary 101 program for new members.</li> </ul>	<ul style="list-style-type: none"> <li>- Team 2, 2 Past Presidents</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly</li> </ul>
	<ul style="list-style-type: none"> <li>- Provide opportunities for Rotaract and Interact to participate in community service projects and meetings (+Faculty Advisors).</li> </ul>	Youth Services, Community Services, Board, Staff	<ul style="list-style-type: none"> <li>- Semi-Annually</li> </ul>

Objective	Actions	Champion	Timeframe
<b>1.2 To increase the number of new members by 10% annually by diversifying membership levels, reducing the election timeline and honing acquisition strategies.</b>	<ul style="list-style-type: none"> <li>- Assess current process and timeline to determine opportunities for improvement.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 1</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Implement tiered dues structure for new members. Evaluate Corporate Membership. Re-evaluate existing membership structure.</li> </ul>	<ul style="list-style-type: none"> <li>- Board/Membership Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Create targeted prospecting list of companies.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 1</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Target underrepresented communities.</li> </ul>	<ul style="list-style-type: none"> <li>- Board/Membership Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Apply social media and e-blasts through the Chamber of Commerce to publicize Rotary membership and events.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 1/ Comm Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly</li> </ul>
	<ul style="list-style-type: none"> <li>- Implement and evaluate Membership Drive.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 1/ Board</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Host affiliate groups at meetings (e.g. Leadership Long Beach, Women’s Council, Business Improvement District).</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Committee/Staff</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly</li> </ul>
	<ul style="list-style-type: none"> <li>- Celebrate/recognize new member sponsors at Club meetings.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Chair/Board</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly</li> </ul>
	<ul style="list-style-type: none"> <li>- Maintain/calendar Rotary Connections gatherings for prospective members.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 1/ President/Staff</li> </ul>	<ul style="list-style-type: none"> <li>- Every other month</li> </ul>
	<ul style="list-style-type: none"> <li>- Create events and schedule meeting locations and times that draw young professionals and their families.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 2</li> </ul>	<ul style="list-style-type: none"> <li>- Semi-annually</li> </ul>

Objective	Actions	Champions	Timeframe
<b>1.3 Re-engage lapsed members by 20% over three years.</b>	<ul style="list-style-type: none"> <li>- Contact lapsed local members from past 5 years.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Team 1</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Offer incentives to re-join (e.g. reduce dues and/or waive application fee).</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Committee/Board</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Implement a pilot 'Rotary Reunion' of specific membership years to enhance fellowship and share their Rotary experiences.</li> </ul>	<ul style="list-style-type: none"> <li>- Past Presidents</li> </ul>	<ul style="list-style-type: none"> <li>- Spring, annually</li> </ul>
<b>1.4 Retain current members, increasing retention rates by 5% annually through varied and interesting engagement opportunities.</b>	<ul style="list-style-type: none"> <li>- Evaluate weekly meeting costs, locations and meeting times.</li> </ul>	<ul style="list-style-type: none"> <li>- President/Board</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Text members with meeting location/time reminders before the Wednesday meetings.</li> </ul>	<ul style="list-style-type: none"> <li>- Staff</li> </ul>	<ul style="list-style-type: none"> <li>- Every Tues and/or Wed am</li> </ul>
	<ul style="list-style-type: none"> <li>- Provide opportunities for monthly community service projects.</li> </ul>	<ul style="list-style-type: none"> <li>- Board/Community Service</li> </ul>	<ul style="list-style-type: none"> <li>- Monthly</li> </ul>
	<ul style="list-style-type: none"> <li>- Survey members periodically regarding value of Rotary and its programs.</li> </ul>	<ul style="list-style-type: none"> <li>- Strategic Planning</li> </ul>	<ul style="list-style-type: none"> <li>- Semi-Annually</li> </ul>
<b>1.5 Enhance internal and external communications to maintain member engagement.</b>	<ul style="list-style-type: none"> <li>- Communicate upcoming meeting time, location and value multiple times prior to meetings.</li> </ul>	<ul style="list-style-type: none"> <li>- President/Communication Committee/Staff</li> </ul>	<ul style="list-style-type: none"> <li>- Weekly</li> </ul>
	<ul style="list-style-type: none"> <li>- Review and update all membership information on website and handouts.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership/Comm Chairs</li> </ul>	<ul style="list-style-type: none"> <li>- Semi-Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Publicize Rotary membership and its value through varied social media platforms.</li> </ul>	<ul style="list-style-type: none"> <li>- President/Comm Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Monthly</li> </ul>
	<ul style="list-style-type: none"> <li>- Use media relations to feature Rotary service projects and new member profiles.</li> </ul>	<ul style="list-style-type: none"> <li>- Comm Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Monthly</li> </ul>

**Goal 2. Develop and present programs, projects and activities that are relevant, inspiring, interesting and educational for members.**

Objective	Actions	Champions	Timeframe
<b>2.1 Design weekly member meetings that are timely and inspire members to attend.</b>	<ul style="list-style-type: none"> <li>- Build a welcoming meeting atmosphere (e.g. location/format) that promotes fellowship and friendship.</li> </ul>	<ul style="list-style-type: none"> <li>- Director of Membership/President</li> </ul>	<ul style="list-style-type: none"> <li>- Prior to new year</li> </ul>
	<ul style="list-style-type: none"> <li>- Create meeting programs that are impactful, timely and informational.</li> </ul>	<ul style="list-style-type: none"> <li>- Vice Presidents/President</li> </ul>	<ul style="list-style-type: none"> <li>- Start of year, review quarterly</li> </ul>
	<ul style="list-style-type: none"> <li>- Recruit engaging speakers that offer unique experiences to club members.</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Vice Presidents/President</li> </ul>	<ul style="list-style-type: none"> <li>- Monthly</li> </ul>
	<ul style="list-style-type: none"> <li>- Create varied meeting times/locations that provide members varied opportunities.</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- President/Board</li> </ul>	<ul style="list-style-type: none"> <li>- Set at beginning of year</li> </ul>
	<ul style="list-style-type: none"> <li>- Explore varied meeting modalities to enhance opportunities for members and guests to connect with one another.</li> </ul>	<ul style="list-style-type: none"> <li>- Vice Presidents/President/Board</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly</li> </ul>
	<ul style="list-style-type: none"> <li>- Celebrate or feature members and their accomplishments.</li> </ul>	<ul style="list-style-type: none"> <li>- President</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly</li> </ul>

Objective	Actions	Champions	Timeframe
<b>2.2 Focus time and resources on varied service projects that optimize impact to the community, recognition for the Club and fulfillment for our members.</b>	<ul style="list-style-type: none"> <li>- Highlight the impact of existing service projects through an impact report.</li> </ul>	<ul style="list-style-type: none"> <li>- President/Board</li> </ul>	<ul style="list-style-type: none"> <li>- Semi-annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Prioritize ongoing Rotary projects that address the needs of our two signature areas: <i>Youth and Families</i> and <i>Literacy</i>.</li> </ul>	Director of Community Service	<ul style="list-style-type: none"> <li>- Review semi-annually</li> </ul>
<b>2.3 Provide varied activities that result in meaningful member involvement and service for the Club and the community (internally and externally).</b>	<ul style="list-style-type: none"> <li>- Design activities based on members' interests, availability and impacts, such as:</li> </ul>	<ul style="list-style-type: none"> <li>- President</li> </ul>	<ul style="list-style-type: none"> <li>- Annually/ongoing</li> </ul>
	1. (Internal), e.g. Rotary Roots, Business Breakfast Roundtable, Meeting Arrangements, etc.	<ul style="list-style-type: none"> <li>- Club Service</li> </ul>	<ul style="list-style-type: none"> <li>- Annually/ongoing</li> </ul>
	2. (External), e.g. Reading by 9, Feeding the Future, Camp Enterprise, etc.	<ul style="list-style-type: none"> <li>- Community Service</li> </ul>	<ul style="list-style-type: none"> <li>- Annually/ongoing</li> </ul>
	3. Local outings, e.g. fellowship family and community outings.	<ul style="list-style-type: none"> <li>- Fellowship</li> </ul>	<ul style="list-style-type: none"> <li>- Annually/ongoing</li> </ul>
	<ul style="list-style-type: none"> <li>- Survey membership to determine current membership interests.</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Board</li> </ul>	<ul style="list-style-type: none"> <li>- Semi-annually</li> </ul>

Objective	Actions	Champions	Timeframe
<b>2.4 Educate and involve membership in Rotary International projects and priorities.</b>	<ul style="list-style-type: none"> <li>- Periodically update the membership on R.I. initiatives using Club meeting presentations and RotaryGram.</li> </ul>	<ul style="list-style-type: none"> <li>- Director of International Projects</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly</li> </ul>
<b>2.5 Seek opportunities to meet local needs through collaborative efforts with other service organizations.</b>	<ul style="list-style-type: none"> <li>- Attend annual Inter-Service meeting.</li> </ul>	<ul style="list-style-type: none"> <li>- President/Board/ Membership</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>
	<ul style="list-style-type: none"> <li>- Meet with leaders from various service organizations to learn community needs and opportunities for collaboration.</li> </ul>	<ul style="list-style-type: none"> <li>- Director of Community Service</li> </ul>	<ul style="list-style-type: none"> <li>- Throughout the year</li> </ul>
	<ul style="list-style-type: none"> <li>- Offer opportunities for external service club members to join our Club at Fellowship events during the year.</li> </ul>	<ul style="list-style-type: none"> <li>- Director of Fellowship</li> </ul>	<ul style="list-style-type: none"> <li>- Semi-annually</li> </ul>

**Goal 3. To create and execute a communications plan that elevates the Club's visibility, deepens member engagement, streamlines internal and external messaging and ensures long-term effectiveness in meeting the Club's goals.**

Objective	Actions	Champions	Timeframe
<b>3.1 Develop Sustainable and Efficient Communications Systems.</b>	<ul style="list-style-type: none"> <li>- Explore and update technology tools and templates that support effective communications, including streamlined movement of information across platforms, e.g. RotaryGram, text, email, flyers, press releases, etc. All communications need to refer to the RCLB Communications Handbook. Promote impact through story-telling, project highlights, and member success stories.</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Director and Committee</li> </ul>	<ul style="list-style-type: none"> <li>- June 2026, then review quarterly</li> </ul>
	<ul style="list-style-type: none"> <li>- Ensure all forms of communication are available on all platforms.</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Committee</li> </ul>	<ul style="list-style-type: none"> <li>- June 2026, then review quarterly</li> </ul>
	<ul style="list-style-type: none"> <li>- Expand Communications Committee to include members with specific skills.</li> </ul>	<ul style="list-style-type: none"> <li>- President/ Communications Director</li> </ul>	<ul style="list-style-type: none"> <li>- Annually</li> </ul>

Objective	Actions	Champions	Timeframe
<b>3.2 Share Rotary's impact on its vision within the Club and the Community.</b>	<ul style="list-style-type: none"> <li>- Showcase Rotary's Vision, Mission and Impact both internally and externally through utilizing storytelling (e.g. service project highlights and member success stories) via publications and social media and other platforms.</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Monthly</li> </ul>
	<ul style="list-style-type: none"> <li>- Create an Impact Report</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Committee/Community Service Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Semi-annually</li> </ul>
<b>3.3 Update website with current information that facilitates enhanced user involvement.</b>	<ul style="list-style-type: none"> <li>- Research other Large Club websites for ideas.</li> </ul>	<ul style="list-style-type: none"> <li>- President Elect/ Communications Committee</li> </ul>	<ul style="list-style-type: none"> <li>- June 2026</li> </ul>
	<ul style="list-style-type: none"> <li>- Update Current website content for both community (public) and members (private). Public to include: Vision values, mission, history projects, why and how to join Rotary. Private to include: Directory, calendar, tools, templates, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Committee/possible outside vendor</li> </ul>	<ul style="list-style-type: none"> <li>- January 2026-June 2026</li> </ul>
	<ul style="list-style-type: none"> <li>- Website to include opportunity to donate, register for lunches/events, pay dues &amp; fees.</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Committee</li> </ul>	<ul style="list-style-type: none"> <li>- June 2026</li> </ul>

Objective	Actions	Champions	Timeframe
<b>3.4 Use social media to connect with current members, prospective members and community.</b>	- Maintain and update Internal 'Members Only' Facebook Group: Rotarians of LB.	- Communications Committee	- Ongoing
	- Maintain and update Instagram and External Facebook page.	- Communications Committee	- Ongoing
	- Create and optimize LinkedIn Profile and other social media platforms as appropriate.	- Communications Committee	- January 2026/ongoing
	- Create Media Calendar with Themes and Content	- Communications Committee	- January 2027/ongoing

**Goal 4. Ensure responsible fiscal management, transparency and resource growth in alignment with Club's overall vision.**

Objective	Actions	Champions	Timeframe
<b>4.1 Strengthen financial oversight and transparency</b>	- Create a Financial Policy and Procedures Manual.	- Treasurer/Finance Committee	- January 2026; maintain and review semi-annually
<b>4.2 Diversify revenue streams.</b>	- Explore grants and corporate sponsorships.	- Finance Committee	- January 1; annually
	- Promote member and community donations through online giving platforms..	- President/Treasurer	- Ongoing
	- Create and recognize legacy society members	- President	- Ongoing

Objective	Actions	Champions	Timeframe
<b>4.3 Enhance members' awareness of Club's financial health</b>	- Present a financial snapshot	- President	- Semi-annually
	- Conduct financial Q&A with Club members.	- Treasurer	- Semi-annually
	Provide basic financial education to all incoming board members.	- Treasurer	- June/annually

**Goal 5. To standardize Club governance, adding transparency, consistency and communication for more stable governance, year to year.**

Objective	Actions	Champions	Timeframe
<b>5.1 Review regulations (By-Laws) of selection and terms for Board membership</b>	- Create Ad-Hoc Committee.	- President Elect, Designee, Nominee, Members at Large	- 2025-2026, then annually
	- Explore and modify By-Laws as needed in selecting board members and establishing terms of office.	- By-Laws Committee	- 2025-2026, then annually

Objective	Actions	Champions	Timeframe
<b>5.2 Create an atmosphere of transparency to enhance members' feeling of connection and involvement</b>	<ul style="list-style-type: none"> <li>- Create a robust 'Member Portal' on website, including posting Board minutes, By-Laws and policies.</li> </ul>	<ul style="list-style-type: none"> <li>- Treasurer/Secretary/Comm. Committee</li> </ul>	<ul style="list-style-type: none"> <li>- June 2026, then monthly</li> </ul>
	<ul style="list-style-type: none"> <li>- Post monthly highlights of Board happenings and decisions in RotaryGram and from podium.</li> </ul>	<ul style="list-style-type: none"> <li>- President/Board Secretary</li> </ul>	<ul style="list-style-type: none"> <li>- June 2026, then monthly</li> </ul>
	<ul style="list-style-type: none"> <li>- Include information on how to use 'Member Portal' in Rotary 101.</li> </ul>	<ul style="list-style-type: none"> <li>- Membership Committee</li> </ul>	<ul style="list-style-type: none"> <li>- June 2026, then quarterly</li> </ul>
<b>5.3 Review Strategic Plan and make suggestions for updates</b>	<ul style="list-style-type: none"> <li>- Convene Ad-Hoc Committee and Staff.</li> </ul>	<ul style="list-style-type: none"> <li>- President, Board</li> </ul>	<ul style="list-style-type: none"> <li>- Feb-March annually</li> </ul>
<b>5.4 Create and update 'Club Timeline' for key recurring activities.</b>	<ul style="list-style-type: none"> <li>- Create a full year calendar of recurring events to be shared with Club leaders.</li> </ul>	<ul style="list-style-type: none"> <li>- President, President Elect, Designee, Nominee, Staff</li> </ul>	<ul style="list-style-type: none"> <li>- June 2026, reviewed annually</li> </ul>