

STRATEGIC PLAN
2018 – 2023

Vision

To systematically build strategic awareness within Rotary for the use and support of the Ponseti Method of treating clubfoot.

Mission

To support timely Ponseti Method treatment and appropriate care for all children born with clubfoot.

TOPIC: Administrative			
GOAL	TASKS	Person(s) Responsible	Time Line
Develop procedures for operating the Action Group	Catalog and describe existing clubfoot projects, global grants (trainings) (current grant data on website; utilize spreadsheet so data can be sorted)	Admin. Assistant	Begin Winter 2021 and update annually
	Address need for administrative capacity	Co-chairs	COMPLETED
	Address officer/leadership transition (identify roles and responsibilities of co-chairs, treasurer, secretary, marketing chair; administrator)	Co-chairs, Secretary, Admin. Assistant	Fall 2020 to Winter 2021
	Foster ways to utilize BoD (and others) leadership for the Board and membership	BoD	Ongoing

TOPIC: Communication and Public Relations			
GOAL	TASKS	Person(s) Responsible	Time Line
Communicate systematically utilizing multiple media formats to build awareness for need and use of Ponseti Method	Identify District Governors and key Rotary leaders to increase partnerships that may result in future sponsors for grants etc.	Cook, Morcuende, Ockenfels, Olsen	Winter 2021
	Identify and attend targeted project fairs as well as RI International convention (aim to expand RAG participation globally)	Earnhardt, J. Pederson, T. Petersen	Ongoing
	Develop and Deliver <i>Our Story</i> (Increase hard copy, electronic communications ex: video production)	Marketing Chair	Ongoing
	Develop an Operational Plan and address the following topics related to Communication and Public Relations: <ul style="list-style-type: none"> ● Purpose and outcomes ● Utilization of funds and associated costs ● Funding (revenue) sources 	Ehly, BoD	Fall 2020 to Winter 2021

TOPIC: Financial			
GOAL	TASKS	Person(s) Responsible	Time Line
Develop ways to secure funding (funding opportunities) to support our mission	Develop budgets for RAG & IGTW using information in the Operational Plans for Communication/Public Relations and Training/Education	P. Peterson	Winter 2021
	Understand interaction of Rotary and RAG financial abilities (clarify RI and TRF rules for DDF) Establish management procedures to address growth of future grants	Co-chairs	COMPLETED Ongoing
	Contact WASRAG Chair-Emeritus (Ron Denham) inquire about financial considerations; Benchmark R4C with WASHRAG	D. Jordan	COMPLETED Revisit periodically

TOPIC: Training/Education			
GOAL	TASKS	Person(s) Responsible	Time Line
Develop multi-year plan for Ponseti Method training world-wide	Develop Operational Plan addressing the following topics related to training/education: <ul style="list-style-type: none"> ● Purpose and outcomes ● Utilization of funds and associated costs ● Funding (revenue) sources 	Ehly, BoD	July 2021 Ongoing (particularly human resources and political and world health issues)
	Develop Guidebook for Training/Education grants	T. Petersen, Cook, Earnhardt, J. Peterson	Summer 2021 or 2022

NOTE to CLARIFY THE ROLE of the Rotary Action Group for Clubfoot:

The Group focuses on sharing information, making connections, facilitating and linking Rotary Clubs world-wide in order to support children needing Ponseti Method clubfoot correction. It's primary purpose is not to raise funds or conduct fundraising activities. Any funds raised for the Action Group support the operations of the organization for the purpose of expanding our reach and activities.