COMMUNITY SERVICE
Example for Vision to Action Plan Goal Setting

Strategic Initiative:

Our club will institute an annual Arbor Day celebration and learning opportunity for all 3rd graders in our school district, including private schools, subsequently creating a publicity opportunity for our club.

Goals:

Goal 1: Annually our club members will visit each classroom and provide all 3rd graders in our school district with seedlings and information within 2 weeks of Arbor Day

Project A: **Determine the number of classrooms and students**

Tasks:
1. Work with the School District to determine all of the 3rd grade classrooms, including Private Schools, within the district boundaries.

2. Collect contact information for all Principals of these schools.

3. Contact each Principal to get permission to work with the school on the Arbor Day program and the contact information for each of their 3rd grade teachers.

4. Determine from the Principal the number of students in each classroom.

Project B: **Procure the seedlings and tree**

Tasks:
1. Pick up all seedlings and take to pre-arranged site on specified date and have the tree delivered on the pre-arranged date and location.

2. Clean up the seedlings and place Rotary club label on them (Titivating)

3. Repackage the seedlings into flats according to the number required by each club member who is delivering to the classroom.

4. Rotarians assigned to classrooms take their seedlings home.

5.   Verify the tree delivery date and time the day before planting day
        Collect the data on all the schools for a total number of students,
        teachers and principals.

6.   Find a nursery to procure the seedlings and tree.

7.   Create a budget and present to club board for approval.

8.   Order the seedlings and tree

Project C: **Assign club members to schools & create instructions sheets for them**

Tasks:

1. After the teachers have been identified, at a club meeting, assign club members to each teacher or school.

2. Create an instruction sheet for each club member assigned to a classroom to include; calling the teacher to set up a day and time to deliver the trees, make sure they receive the teaching outlines provided, contact the Principal to schedule an assembly instead of classroom visits, etc.

Goal 2: Provide teaching information to all 3rd grade teachers about Arbor Day and the value of trees in our community to be taught prior to our in-classroom visit.

Project A: **Contact the teachers to explain the program**

Tasks:

1. Create a script for club members to use when contacting the teachers for explaining the Arbor Day program

2. Include this script in the information for each club member assigned to a teacher/school

Project B: **Research information about Arbor Day**

Tasks:

1. Use internet, contact Sierra club, etc. to collect information about Arbor Day.

2. Synthesize this information to what a 3rd grader would be able to understand.

<u>Project C:</u> **Create teaching information for all 3rd grade teachers about Arbor Day**

Tasks:

1. Using the synthesized information, create teaching outlines for the teachers to use prior to the club visit with the seedlings.

2. Contact a few teachers to review the information and make suggestions for any changes.

3. Distribute this information to club members to provide to their assigned teachers.

<u>Project D:</u> **Use teaching information to help generate "hot topics" list for club members when discussing with students**

Tasks:

1. Out of the final teacher's outline, choose topics that would make for good presentation along with the seedlings for club members to discuss with the students.

2. Create a "Hot Topics" list and provide with instructions to club members.

Goal 3: Create a publicity opportunity by selecting one school each year to plant a tree within 2 weeks of Arbor Day

<u>Project A:</u> **Select one school each year to plant a tree**

Tasks:

1. Ask the school district if there is a school more in need of a tree being planted than the other schools.

2. Contact the school Principal to let them know they have been selected for this privilege and ask their grounds crew to determine a location given the characteristics of the tree selected.

3. Determine the best day for the planting and arrange with the nursery for delivery. Ask the nursery the size of planting hole required for the tree and relay to the school grounds crew.

Project B: **Contact all local media for a publicity opportunity**

Tasks:
1. With help from your Public Image Chair, create a press release about this project and the tree planting ceremony, include background info on Arbor Day.

2. Send out the press release to all local media.

3. Follow up with the local media the day before to remind them of the opportunity and ask if they have any questions you might be able to answer.

4. Request your Public Image chair to be the event liaison with the media the day of the tree planting.