

During the past year, here are some of the new things we tried ...



In 2021, Long Range Planning embarked on a mission to map out a 5-year plan and an initial strategic plan was developed. During the past year, here are some of the new things we tried....

We had a few social events like The Wizard of Oz and Song Hill Winery. A sub-group, called the Lunch Bunch met several times, and a few happy hour and dinner events were planned; including ice cream at Pittsford Dairy, Rorhbach's, Trata and the Old Farm Cafe

## The idea behind the new things was to strengthen RAP (and have some fun)



Multiple email communications, and multiple posts (not including SOS) to keep members, sponsors and 'friends' updated



Published 3 Quarterly RAP E-Newsletters



VP's connected with new incoming delegates



VP's reached out to dormant alumnae sorority groups



Scholarship committee had presentations with all local campuses about scholarship awards



Three other initiatives were to A) communicate more with our members, sponsors and “friends of SOS”, B) have the Vice President do more outreach to new delegates and missing groups, and C) having the Scholarship committee proactively visit the collegiate campuses.



## RAP 2030

### The Rochester Alumnae Panhellenic Strategic Plan

The Long Range Planning committee built on those blocks by evaluating the events and ideas that have been working **and** fine-tune the 5-year plan. Thus.. The RAP 2030 strategic plan was born!

Introducing...



RAP 2030

Our strategic plan to move  
the organization forward

**RAP 2030 Goal**

Continue to strengthen the  
Rochester Alumnae Panhellenic  
into a thriving, inclusive and  
vibrant organization preparing  
for the future of Greek life



Our Goal is to continue to strengthen the Rochester Alumnae Panhellenic into a thriving, inclusive and vibrant organization preparing for the future of Greek life.

## RAP 2030 Target Areas

The Long Range Planning Committee identified four Target Areas:

**1**

Membership,  
Recruitment &  
Retention

**2**

Communications  
and PR

**3**

Social Activities

**4**

Community  
Engagement &  
Philanthropy

Here are the 4 areas of focus for the 2030 Plan –

- 1 – Membership, Recruitment and Retention
- 2- Communications and Public Relations
- 3 – Social Activities
- 4 – Community engagement and philanthropy

# 1 Membership, Recruitment & Retention

## **Create a welcoming environment for all members with a special emphasis on new members**

- Provide an annual yearbook with member and organization info
- Develop a mentor program to support new members, to provide a solid introduction to RAP, and to follow up throughout the year
- Implement positive ways to let all members know that they are appreciated and valued
- Develop a “dormant chapter” outreach plan
- Engage with local collegiate groups
- Reach out to past scholarship winners



These are the initial ideas from LRP, it is not necessarily a list of “to-do” – those on those committees will have the flexibility to take ownership of each target area. These are simply thought-starters.

## 2 Communications and PR

### **Develop, implement and annually revise an engaging communications plan for the organization**

- Generate a regular newsletter sent out to all members and supporters of RAP
- Actively collect and solicit photos of RAP events, events of our member groups, and our Collegiate Panhellenic Councils to share
- Enhance our social media presence by regularly and actively posting on our Facebook page, website and Instagram accounts
- Encourage members to actively participate in sharing social media posts and our newsletters
- Highlight the impact and success stories of the organization including our scholarship winners through local media outlets



## 3 Social Activities

### **Develop a wide range of social activities that will target different populations of our members**

- Consider all demographics: Include collegian-alumnae groups, retirees, young parents, families, and others
- Consider a variety of formats: in person and on-line events
- Ensure that events are cost effective and open to everyone





## 4 Community Engagement & Philanthropy

### Identify ways to engage and support member philanthropies

- Collect information on each sorority's National/Local philanthropy
- Determine if member groups want to have their philanthropy's fundraisers communicated broadly
- Consider ways to identify RAP (perhaps a RAP sweatshirt or t-shirt) to wear when supporting local philanthropies
- Evaluate philanthropic activities to do with collegians; engage/support collegians' philanthropy efforts, revisit the idea of the "winter event"



## RAP 2030 Timeline

Year 1 (2024-2025)	Finalize the 2030 plan and goals, develop action items for each target area
Year 2 (2025-2026)	Continue to develop and refine the action items and goals, testing areas for success in each target area
Year 3 (2026-2027)	Implementation, assessment and adjustment
Year 4 (2027-2028)	Implementation, assessment and adjustment, including new action items
Year 5 (2028-2029)	Implementation, assessment and adjustment
Year 6 (2029-2030)	Evaluation of goals, decision to continue on initial target areas or new areas of concern



While LRP originally meant to embark on a 5-year plan, we realized that this plan is ever changing and we needed additional time to develop these ideas – plus 2030 is a nice round year! It is hard to believe that 2030 will be here before you know it.

## So What Happens Next?

Each Target Area has a leader:

1. Membership, Recruitment and Retention – Jennifer DeVore
2. Communications and PR – Michele Gennarino
3. Social Activities – Marcia Miller
4. Community Engagement and Philanthropy – Renee Lanthier

Leaders use their committees and/or RAP members to:

- Form a Planning Team: Assemble a diverse group from within the organization and members at large
- Gather Input: Engage stakeholders through surveys, interviews, and focus groups to understand their perspectives, needs, and ideas
- Implement actions to start making progress
- Develop goals, measurements and actions
- Provide a status report in January 2025 and annual report in June of each year



I am sure you are each asking – so, what happens next?

Each target area has someone who has volunteered to lead each endeavor.

Each leader will either have a committee or a few members that will:

Form their Planning Team

Gather input from the membership and the community

Present the ideas and plans, implement those action items – measure & evaluate the progress of the idea/event and provide a status report in January and June.

## How does everyone contribute?

- Keep the four Target Areas in mind when working with your committee.
  - How can the plans of your committee help drive the Target Areas?
  - How can we communicate this to our members?
  - How can we publicize this to our constituents?
- Support the leaders of the Target Areas.
  - Volunteer to help them with their plans.
  - Share your ideas.
  - Have a conversation with the leader(s).



So how can you contribute if you are not on one of the committees or groups?

When working with / or serving on any committee, or out in the community... keep the four target areas in mind.

How can we communicate this to our members?

How can we communicate this to our donors, sponsors and friends of SOS?

Don't be afraid to have a conversation with the leader of each target area.

Share this strategic plan with your own members.

Share your ideas with your own group and engage with your sisters... ask them if they want serve or participate on any committee!

Committee members do not need to be just our delegates and alternates – get everyone involved!