

## **Your Club's Vision in 2015.....?**

We owe it to ourselves, our benefactors, our fellow members to use our time, energy and resources where they can have the most impact.



As you move into the second half of your Rotary year, ask yourself whether your club vision has the power to harness the energy and passions of your club members:

1. Will it motivate you to join (or remain a part of) this organization and continue to motivate you once you are there?
2. Does it provide an anchor point for the kinds of changes needed to keep your club vital and strong?
3. Does it describe a future that is more attractive than the present?
4. Does it challenge you?
5. Can you use it to develop a strategic action plan that you and fellow club members can act on?
6. Can it serve as a framework to keep decision making on track?

### **What is "vision"?**

...an inspirational rendering of a future state...

...an articulation of how we want to be...

...a shared view to guide our actions...

...a foundation upon which to build our long and short term plans...

### **Does a club need a Vision?**

A Vision helps a Rotary Club design its own goals and then sets out the steps necessary to achieve that vision. The result is not a vision decided by the Rotary District or by Rotary International but instead a vision designed and endorsed by the Club's own members.

The Club's vision will help to ensure consensus, continuity and consistency in your Club's leadership & programming, to set the stage for future progress.

**Isn't Rotary's "priority" to increase membership? Shouldn't we just have a membership drive exercise?**

In itself Visioning is not a “membership drive”. A Vision is designed to help clubs develop a sense of direction and the structure necessary to achieve club’s own goals. A Visioning exercise strengthens the club and a byproduct of this is an increase in membership.

### **So what is the “Visioning” process?**

The Rotary Club Vision Facilitation Program is designed to assist individual Rotary clubs in developing a vision and the genesis of a strategic plan as a foundation for their future progress towards that vision.

The Vision Facilitation Program provides an independent process, conducted by trained Rotary vision facilitators, that helps clubs capture their members’ ideas and reach agreement on their club’s vision and goals.

The outcome of a Vision Facilitation process is not a vision decided by the Rotary District or by Rotary International: it is a vision designed and agreed by the club’s own members.

While designed to facilitate the identification of a club’s vision and key goals, the process has also proven to help transform the collective energy and talents of club members into a cohesive team that is moving as one in the same direction.

### **Are clubs required to do this?**

No, there is no requirement that clubs conduct a Visioning event.

### **So what’s in it for me - Club Visioning?**

Through the Visioning process you’ll gain:

- An action plan and annual goals
- Clarity for Club members on “what we stand for”
- A “vision” to recruit and retain to members
- Continuity in projects/decision making
- Confirm your relevance to the community
- Larger/stronger field of club leaders
- All members are aware of club initiatives and have a chance to voice their opinions on the future of their club.

- More member involvement increases potential for future club and district leaders and retention.
- All members are working to achieve club goals because they are engaged.
- Continuity among leaders and club goals eases the transition from one Rotary year to the next.
- Your club is more fun because it doesn't emphasize rules or outdated traditions and tries new activities and projects to meet member needs.
- Develop long-range goals that address the elements of an effective club.

Should you want to know more about Club Visioning please contact the District 9685 Club Vision Facilitation Chair - David Mylan (Terrigal) on 0411 878 854 or email [clubvisioning@rotarydistrict9685.org.au](mailto:clubvisioning@rotarydistrict9685.org.au)

Acknowledgement(s):

[Rotary District 9520](#) and

[Innovate Rotary](#)