



# Rotary Club of Lindsay

## Strategic Vision

### **The Rotary Club of Lindsay will stand for:**

The Rotary Club of Lindsay is a leader in serving our local and global community:

1. Having significant impact in the volunteer and charitable projects we undertake;
2. Adhering to high ethical standards;
3. Providing an exemplary experience for members.

### **Future Goals for Membership:**

We will strive to recruit and maintain an active and engaged membership of 60 members to fulfill our mandate in the community. The ideal member of the Rotary Club of Lindsay is active and engaged in Club service, displays a strong commitment to our goals and is representative and inclusive of the many occupations in the City of Kawartha Lakes.

### **Club Service:**

To enhance the Rotary experience of our members, the Rotary Club of Lindsay will strive to:

1. Provide and promote High Impact Speakers;
2. Implement a Membership Development Program built on recruitment, orientation, mentorship, and fellowship;
3. Establish criteria for the disbursement of the funds that we raise which is reflective of our values and addresses our Club service priorities.

### **Vocational Service:**

To recognize and promote the vocations of our members, and the impact they create, we will;

1. Lead a group of students in a local community service activity or project, or international project;
2. Hold offsite visits and/or club meetings out in the community;

### **Community Service:**

We will expand our service efforts to include undertaking an ongoing, multi-year, local project of significance such as a bricks 'n' mortar project with Rotary's name attached to it. We will also work to strengthen and build partnerships in delivering community service.

### **Future Fundraising Goals:**

To achieve our vision, the Rotary Club of Lindsay will improve our fundraising performance to achieve an annual goal of \$100,000.

### **International Service:**

We will focus on developing one, significant international project for betterment of that community, achieved in a multi-faceted way through local, district and international efforts.

### **New Generations:**

To support and develop youth leadership in our community, while developing the Rotarians of the future, we will:

1. Sponsor students to attend the Rotary Youth Leadership Academy;
2. Sponsor an Interact Club;
3. And re-institute the youth exchange program for 2 students per year (in & out).

### **Rotary Foundation:**

The Rotary Club of Lindsay strives to achieve the following in our support of The Rotary Foundation:

1. \$300 per member per year – including club & member donations;
2. 90% of membership Paul Harris Fellows, 10% of membership – sustaining ;
3. And to lead a Group Study Exchange.

### **Leadership Development:**

The success of our club in achieving our vision is based on the success of each volunteer and their efforts at the committee and Board level and to assist our members in their efforts:

1. Role Descriptions will be developed and maintained for each Board and Committee Chair position with a binder of information/protocols for positions;
2. Board of Directors members will be encouraged and mentored to move forward to the Presidency;
3. Vice-chair positions will be implemented for committees to build continuity and strengthen leadership;
4. Develop and implement the 4 peaks of Rotary Excellence;
5. And Increase attendance at District & International events, including new member incentives to go to District conferences, and whole Board to attend District Leadership Weekend.