 Rotary Club of Hamilton AM

Box 29 – 423 King Street West

Hamilton ON L8P 4Y1

**Rotary Club of Hamilton AM Strategic Plan 2017’2020**

**BACKGROUND**

The Board of Directors initiated a Strategic Planning process, created a committee to define and begin the renewal. The hope was to deliver for, member consideration, a high level proposed strategy to guide the organization over the next few years.

With assistance from selected, experienced District 7090 volunteers, a visioning session was held in January 18th. The committee refined session results into a meaningful process that includes your input. And ultimately with all input and refinements completed the Board will review and recommend to the membership a proposed strategic plan upon which members will vote.

The development of the Strategic Plan involved six stages of membership input and decision:

Stage 1 A small group of members met to define strategic goals in respect of 9 categories.

Stage 2 Strategic Planning Committee (SPC) further refined the suggested strategic goals into a set of options and proposed those for member input.

Stage 3 SPC assessed feedback, incorporated members’ input, drafted a strategic plan which was circulated that for member feedback.

Stage 4 SPC assessed the additional feedback, further refined the draft plan and sent it for final member input.

Stage 5 The Board of Directors received from the SPC the final draft Strategic Plan.

Stage 6 Board presented its approved Strategic Plan for Membership vote.

A club strategic plan aligned with Rotary International objects is based on fostering the ideal of service as worthy enterprise:

* Development of relationships as an opportunity for service
* Includes high ethical standards
* Recognizes worthiness of useful occupations as an opportunity to serve society
* Application of the ideal of service in each Rotarian
* Advancement of intellectual understanding, goodwill and peace

**MISSION**:

Making a difference through service above self.

**VISION**:

Healthy and prosperous communities.

**VALUES**:

Fellowship – Global Understanding – Ethics and Integrity - Diversity

**Strategic Plan 2017’2020 – 3 Year Goal Setting**

**Task Group –** Tim McClemont, Anne Bermingham, Shereyl Raymes, Jane Blums

**Each Board Member is a goal ‘lead’,** except President, Treasurer, Secretary, Sergeant at Arms who already have assigned duties

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| **Date – July 11, 2017 -** | **Activity** | **Next Steps** |
| July 11 – Task Group Meeting | Reviewed all SP and determined lead and initial goals | Compilation of initial work to be presented to Board of Directors in July with request to consider Board assigned goals |
| July 17 – Board Meeting | Board members to consider Board assign goals with ideas to be sent to Jane |  |
| August 21 – Board Meeting | Board reviews draft goals to date |  |
| August – Task Group Meeting | Review Board input  Focus on goals for years 2 & 3 |  |
| October – Board Meeting | Board focus on Boards’ goals, implementation and time frame for reviews. |  |
| December 6 -Club Assembly | Board and Committees present status of Service Plan goals |  |

**APPROVED STRATEGIC PLAN**

1. **CLUB CHARACTERISTICS** are attractive to prospective members and retain current member enthusiasm, reflects the desired demographic, and is a reflection of values and vision.

**The focus is on meaningful volunteerism.**

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| Annual goals **- BOARD** | Timeline | Resources needed/lead Rotarian | Metrics |
| Revise and generate a member satisfaction survey and implement ideas re:   * what type of volunteer activities do Club members what to engage in? * what has been liked in the past, including speakers? * what would like to see/have more of/less of? * what type of services do Club members want to see supported/funded/ | By April 2018 | Community Rotaract Clubs re Young Professionals’ interests |  |

1. **COMMUNITY SERVICE** encourages seeking to improve quality of life and service in public interest. It may involve projects and activities by the club membership or financial support of third party organization programs and projects with the goal of improving the community.

**The focus is on supporting legacy projects that promote a healthy community.**

*NOTE: tied to focus of fund raising)*

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| Annual goals - **BOARD** | Timeline | Resources needed/lead Rotarian | Metrics |
| Review mandate of Major Projects Committee that is clear and well understood by Club members. |  |  |  |
| Develop processes to engage Club members in well articulated process to increase number of submissions to Major Projects from 2016. |  |  |  |
| Propose options for a legacy project. | June 2018 |  |  |

1. **INTERNATIONAL SERVICE** is a global reach in promoting peace and understanding. Supporting international projects through volunteerism and sponsorship, partnerships with Rotary clubs (local and abroad) and creating opportunities for international activities geared to improving communities worldwide as differentiated from support to local area projects.

**The focus is on projects engendering self reliance and sustainability (hand up over hand out).**

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| Annual goals – **ANNE BERMINGHAM** | Timeline | Resources needed/lead Rotarian | Metrics |
| Pilot some form of volunteering internationally (i.e. outside of Canada) | January 2018 |  |  |
| Decide on International Service focus (e.g. water) | January 2018 |  |  |
| Explore feasibility of sponsoring/hosting another Rotary exchange student | May 2018 |  |  |

1. **VOCATIONAL SERVICE** encourages Rotarians to work with integrity and contribute their expertise for the betterment of Society. The 4-Way Test, ethics programs, mentoring, school related and community career programs, scholarships, business assistance and vocational awards.

**The focus is on educating (mentoring, engagement) youth in career and employment.**

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| Annual goals **– TIM MCCLEMONT** | Timeline | Resources needed/lead Rotarian | Metrics |
| Define/generate 10-12 ideas | October 2018 |  |  |
| Determine, via focus group, 2 ideas to implement to advance vocational services | End of November 2018 |  |  |

1. **YOUTH SERVICE** empowers youth and young professionals. Often, this occurs by supporting participation in formal youth and young entrepreneur leadership training and opportunities to volunteer in community or international service projects.

**The focus is on RYLA, SLAPSHOT and Rotaract.**

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| Annual goals – **ANGELO MISALE** | Timeline | Resources needed/lead Rotarian | Metrics |
| Commit to sending 1 to 2 young people to SLAPSHOT and to RYLA, |  |  |  |
| Assist community Rotaract to get 4 to 5 new members. Rotaract, Slapshot, RYLA |  |  |  |
| Support Community Rotaract initiatives, e.g. Mini Golf Fund Raiser, Hess Street Dinner; Knitting |  |  |  |

1. **CLUB SERVICE** strengthens the Rotary Club through relationships, engaged members and attractive activities serving retention and recruitment goals. Weekly programs, the approach to member communications, membership development and advocacy as well as leadership development mirror the quality of Club Service.

**The focus is on interesting club meetings in support of member recruitment and retention.**

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| Annual goals - **BOARD** | Timeline | Resources needed/lead Rotarian | Metrics |
| Develop and post speaker guidelines | August 2017 |  | Posted |
| Create action plan in response to Club members’ survey results (See Club Characteristics, Goal #2) |  |  |  |
| Make initial attempt to capture Club members’ volunteer hours in Club Runner |  | Mark Ewer |  |

1. **PUBLIC IMAGE** reflects community awareness and perspective about the Rotary Club of Hamilton AM. Attention to the public image is intended to support successful delivery on club goals.

**The focus is on using area club strength to advance Rotary image and using media as the conduit for that advancement.**

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| Annual goals – **TIM MCCLEMONT** | Timeline | Resources needed/lead Rotarian | Metrics |
| Utilize social media, e.g. twitter | August 2017 |  | Hamilton Rotary AM has a Twitter Account |
| Increase media coverage through developing 5 key messages |  |  |  |
| Develop comprehensive public relations strategy in year 1 to build momentum in years 2 & 3 |  |  | # of Twitter ‘hits’  # of likes on Facebook |
| Submit to 7090 for monthly news letters the Club’s previous activities, with pictures, and future events. |  |  | # of 7090 monthly news letter posts |

1. Involvement in and fund raising for the **ROTARY FOUNDATION** is an active means to contribute to Rotary International efforts, programs and services.

**The focus is on annual contributions to Rotary Foundation (EREY).**

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| Annual goals – **AL LUTCHIN (ANNE BERMINGHAM** | Timeline | Resources needed/lead Rotarian | Metrics |
| Implement an activity for World Polio Day October 24, 2017. | End of October 2017 |  |  |
| Increase annual Club members’ contributions. | End of May 2018 |  |  |
| Develop strategy of how to increase knowledge of Rotary Foundation during Foundation month (November) – i.e. each week in November | End of Nov. 2019 |  |  |

1. Hamilton AM **FUND RAISING** efforts describe the focus in terms of goals respecting the amount of funds to raise and the style, quantity or nature of fund raising activities. For this purpose, the two focuses are assessed: amount to raise and number of events to organize to effectively raise the desired funds.

**The Board of Directors shall set the annual fundraising goal with a longer-term goal of reaching $150,000.**

*NOTE: Tied to major gifts and minor donations*

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| Annual goals – **~~GREG BURBRIDGE~~ TIM MCLEMONT** | Timeline | Resources needed/lead Rotarian | Metrics |
| Board Brainstorming – Determine a fund raising strategy structure that integrates Major and Minor Events for implementation in 2017’18 | September/October 2017 |  |  |
| Decide on focus for fund raising – local and international – for next 3 years |  |  |  |
| Develop fundraising plan that can by fully implemented by year 2 and 3 |  |  |  |
| Develop fundraising plan that will generate $150,000 in year 3 |  |  |  |

1. Club size affects its capacity to provide services, raise monies and remain suitably active at engaging members in a meaningful manner.

**The focus is on MEMBERSHIP of 50-75.** Current membership as of July 1, 2017 is 52.

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| Annual goals - **BOARD** | Timeline | Resources needed/lead Rotarian | Metrics |
| Develop strategies to:   * increase membership by 5-8 members per year for 3 years * attract new members that represent broader range of ages, diversities, etc. * to retain and engage current members | By June 2018 | Marta Stiteler, Anne Bermingham, Kevin Crosby (7090 Membership)  Rotaract Clubs |  |
| Review profiles of current membership and determine where gaps exist.  Brainstorm strategy on how to fill specifics gaps. |  |  |  |
| Have minimum of 6 members under 40.  Current – 53 members (as of July 2017)  F. – 21: M. – 32  <29-1: 30-39-2: 40-49-3: 50-59-14: 60-69-16: 70+8: ?-8 | By June 2018 | Marta Stiteler, Anne Bermingham, Kevin Crosby (7090 Membership) |  |
| At each event where Club is a major sponsor have a booth to showcase our Club’s achievements, actively market club membership – e.g. hand out breakfast cards, ask for email addresses, etc. |  |  |  |