



# **ROTARY CLUB OF THE BATTLEFORDS**

## **STRATEGIC PLAN 2013-2015**

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## 2013 - 2018 Strategic Plan

### Where are we Now?

#### Club Strengths

- Long history
- Largest service club in the Battlefords area
- Community involvement
- Strong classification system
- We have funds on hand to support projects
- Good fundraisers
- Our rotary name is attached to great venues in the community
- Positive profile in the community
- International ties
- We are relevant to today's market needs

#### Club Weaknesses

- Declining attendance
- Aging club
- Not enough female members
- Diversity of members does not reflect the make-up of the community
- Not enough members are actively participating
- Lack of visibility - promotion
- Lack of strategic direction
- Need to improve internal communications
- Change of leadership is too quick at times and need for mentorship program to create more leaders

## Opportunities

- Community growth
- Good prospective members
- Maintain positive attitude about the club
- Create partnerships with other local service clubs and other Rotary clubs
- Able to support good projects (funds on hand)
- Community exposure
- Involvement in Rotary district functions

## Challenges Facing the Community

- Aging Community
- Volunteers are “taxed” to the limit - few doing more
- Youth/young adults involvement
- Competing fundraisers with other charities

## Where do we want to be?

Number of Members

Goal - 50

How do we achieve this?

- Encourage other clubs to form (ie. Meadow Lake, etc.)
- Form and retain interact club
- Retain existing members - interesting meetings - exit interviews
- Create a rotary member committee to talk to
- Attract and engage all members

## How do we create local awareness?

- Make sure we are always doing something
- Talk about our successes
- Consistent communication
- Talk with all forms of media and create a “Rotary corner”

## How do we become more involved with Rotary District and Rotary International?

- Support district events and conferences, where possible
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## What are our goals for the Rotary Foundation?

- Take training
- Support Polio program
- Obtain matching funds where possible

## Strategic Priorities

### **Goal #1**

Growth and Retention on membership

#### Objective

Maintain a positive trend on an annual basis

#### Timeline

Review on a semi-annual basis

Ongoing process

#### Resources needed

All Rotarians have a role to play in the process

Review membership - who are Rotarians and create a list of friends of Rotary

#### Who is responsible?

Membership committee

### **Goal #2**

Identify all projects to support in the community and how do we fund them

#### Objective

What are our sources of revenue?

What projects are we prepared to support on the short term and in the future

What projects require our labour resources?

Engage members to participate in variety of activities

## Timeline

Immediate needs and future needs

## Resources needed

All members to identify needs

## Who is responsible?

Club Community Service committee's

## Goal #3

Become engaged in the Rotary District

## Objective

To create a better awareness of the Rotary District and the projects, social events and conferences that are taking place

## Timeline

Review annual calendar of events

## Resources needed

Work closely with District Governor and assistant District Governor

## Who is responsible?

Club President and Club Executive committee

## **Goal #4**

Become involved in rotary International

### **Objective**

Awareness of Rotary International programs and all areas that are supported by rotary

Take training as required

### **Timeline**

Review all projects on an annual basis

### **Resources needed**

Rotary web sites

Rotary District

### **Who is responsible?**

Club Foundation Committee

## **Goal #5**

Improve camaraderie in the club

### **Objective**

Create a service club that we all want to support and promote to new members

### **Timeline**

Set out annual events calendar to include meeting, social events and projects

### **Resources needed**

Rotary Club of the Battlefords web site

### **Who is responsible?**

Executive committee



## **Goal #6**

Enhance Public Image of the Club

### **Objective**

Establish ways to promote club

### **Timeline**

Create a public relations process for all activities

Establish a regular public awareness program

### **Resources needed**

All media sources in the community

### **Who is responsible?**

Membership committee

What groups/projects do we want to sponsor in the upcoming years? What information do we need to make a commitment?