

Club Vision

By 2020-2021, the Rotary Club of Victoria-Harbourside will be a team of over 100 community leaders, diverse in age, gender, ethnicity and vocation, who together transform lives and communities locally, nationally and globally.

Club Goals

Membership

There is strength in numbers. Diversity enables us to connect different perspectives to identify and approach problems from many angles to come to better solutions. Engagement will require us to ensure that we create a climate where members feel that they are making worthwhile contributions to worthy endeavours. We will achieve our goal of being a club of over 100 active members, representative of Greater Victoria, by:

- Engaging every member in activities that genuinely interest them
 - Ensuring every member is actively recruited to join a committee and engage in service projects.
 - Holding club meetings that keep members engaged and informed about club, district and RI activities and impact.
 - Developing strong relationships among members through fellowship activities and by promoting each member's vocation.
- Ensure club growth of five net new members each year and recruiting with the aim of ensuring membership reflects the diversity of greater Victoria.
 - Conduct a classification study of member vocations and work to align membership with the mix of businesses and professions in Greater Victoria.
 - Actively recruit members from demographic groups that are under-represented in club membership – achieve a net gain of individuals under 40, women and under-represented ethnic groups/cultures.
- Ensure club member retention rate does not fall below 90%.
 - Follow up with members whose attendances start to lapse to find ways to re-engage them. If reason for the lapse is logistical (timing, geography, etc.) encourage them to continue participating through another club, either temporarily or permanently depending on the logistical issue.

Humanitarian Service

Through the fellowship of Rotary, we build lifelong relationships that promote greater understanding locally and globally. RI's strategic plan calls on clubs to focus on and increase humanitarian service. Key goals include the eradication of polio; focus on sustainable programs and activities that support youth and young leaders and Rotary's six areas of service; and, create significant projects both locally and internationally. To support these goals we will:

- Ensure that club fundraising activities remain relevant, are supported and continue to work in collaboration with the Harbourside Foundation to support humanitarian projects financially.
- Continue, and where appropriate expand, our school breakfast programs.
- Explore activating and sponsoring an Interact Club.
- Continue sponsoring student participation in the District RYLA.
- Continue hosting a minimum of one Rotary Youth Exchange Student in collaboration with the Victoria Club.
- Continue to support the Rotaract Club of Victoria by supporting their projects, providing mentorship and assisting their recruiting efforts.
- Study the Victoria Foundation's Vital Signs report and identify and undertake a service project in one of Rotary's six areas of focus to meet an unmet need in the Victoria community, ideally in partnership with a corporate, governmental and/or non-profit/charitable organization.
- Ensure every member is provided the opportunity to participate in one of our club service projects or a project sponsored by another club, District or RI.
- Continue to identify, support and conduct a new international service project(s), as the lead or in support of another club(s), in one of Rotary's six areas of focus. Preference will be given to projects that can become self-sustaining, create sustainable communities and/or contribute to the sustainability of the planet.
- Encourage members to travel to international projects, and on polio immunization trips on National Immunization Days (NID's), to experience and learn how Rotary can apply its resources to make the world a better place.
- Raise funds for and promote Rotary's work toward polio eradication.
- Encourage every member to contribute to The Rotary Foundation's by creating an incentive program for members who have not achieved their first Paul Harris recognition level.
- Ensure that the club's per capita contributions to the Annual Fund exceeds \$100.

Enhance Public Image and Awareness

To build pride in belonging among existing members and to help recruit new members it is crucial that we keep members and the community aware of the impact of Victoria-Harbourside and Rotary generally. We will raise pride of association and awareness by:

- Including a "Rotary moment" at club meetings at least every second week. A "rotary moment" may be an RI video or member's testimony about the impact of Rotary projects and core values.
- Ensuring that the club website is up to date and relevant.
- Show how Victoria-Harbourside members are people of action by promoting club service activities on social media, ensuring a minimum of one new post each week.
- Use Rotary's brand guidelines, People of Action campaign materials and related resources in all communications and update signs and other materials with the current Rotary imagery.
- Arrange media coverage of local and/or international Rotary activities and impact, and explore the possibility of including Rotary facts in community media.
- Encourage supported community groups to promote the Harbourside logo.
- Actively participate in and take on a leadership role on the area PR committee.

Ensure Club Sustainability

- Encourage participation in Rotary leadership development programs and consider starting one at Victoria-Harbourside that would be open to Rotarians, Rotaractors and young professionals and entrepreneurs.
- Encourage, support and assist the Rotaract Club of Victoria in chartering a second Rotaract Club in Victoria and/or to establish a new Club for young Rotarians and continue to encourage dual membership in Rotaract and Victoria-Harbourside.
- Annually prepare a three-year rolling action plan for the club and ensure the nominating committee identifies leaders to fill key roles at least one year in advance to ensure succession in leadership and a focus on objectives.
- Ensure that Officers, Directors and Committee Chairs represent the diversity of club membership and administer the club in a business like manner and in accordance with the club's constitution, bylaws and policies.
- Ensure Directors and Committee Chairs are trained and empowered to fulfil their responsibilities.
- Ensure club finances remain in the black, that club dues and fees are paid on time and that members feel they are getting value for their dues.