**Rotary Club of New Westminster Royal City Strategic Plan**

**October 2018/2019**

**The Rotary Club New Westminster Royal City** began as an extension of the Rotary Club of New Westminster and was chartered in August of 1992 with 25 members. The ‘Royal City’ club meets at the Boathouse Restaurant, in New Westminster at 7:00 AM on Wednesdays.

Under the leadership President for the 2018/19 Rotary year, the Rotary Club of New Westminster Royal City is committed to growth and is prepared to engage in a new era of vitality by ensuring it’s sustainability as an outstanding service club in the New Westminster community. The Rotary Club of New Westminster Royal City is well established and maintains a sound administrative and financial structure that operates professionally, complies with all regulatory requirements, develops sound budgets, and provides reports as needed for RI, District 5040, and its club members.

In no small part, future success will be achieved through the commitment to examine itself as an organization and to set and achieve challenging goals that will assist in their growth and future development.

**Continue to support RI’s and District 5040’s four key Priorities:**

* Increase our impact
* Expand our reach
* Enhance participant engagement
* Increase our ability to adapt

**Our Mission:** Commitment to service to our local and international communities.

**Our Vision:** A club of energized members engaged in dynamic projects and events at the local and world community **levels**.

# Our Values are:

* Integrity
* Respectful
* Inclusiveness
* Diverse
* Responsible
* Ethical
* Friendly
* Moral courage
* Inclusive

 - Team-focused

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Fellowship | Lack of diversification of duties | Inter Club communication and projects | Rotarian burnout |
| Energetic | Orientation and Mentorship | Increased participation with Rotaract and Interact | Cost of membership |
| Dedicated | Need to increase hands on projects | Increased awareness of Rotary training programs | Succession Plan for core positions |
| Gender and Diversity |  |  |  |
| Age-diverse |  |  |  |

## Goals and Strategy Statements

**Membership**

**Goal**: To achieve a net increase in Membership each year to meet the following targets:

|  |  |  |
| --- | --- | --- |
| 2017/18 | 2018/19 | 2019/20 |
| Net + 1= 35 | Net + 2 = 37 | Net + 2 = 39 |

#### Strategies:

1. Royal City Rotary Club is committed to the following:
2. Equal emphasis will be placed on retaining existing members and attracting new members
3. Membership development and Orientation will be the responsibility of all club members. IE Fireside chats
4. Each new member is assigned to a mentor to ensure that new members are given the basis in understanding Rotary.
5. Outreach will be made to Rotary alumni (past Youth exchange, GSE team members, and parents of Youth exchange participants) Function to be held in March 2019
6. Speakers and organizations that receive a benefit from the Club will be asked to have a representative join Rotary.
7. The Club will explore ways of encouraging and supporting members to participate in District Leadership Assemblies, Rotary Leadership Institute programs and other Rotary training opportunities. The Rotary Foundation-putting it to work for you (Grant Management)

 **†**

**Youth Services**

**Goal:** To continue Club involvement in Youth Services programs, in most cases jointly with the Rotary Club of New Westminster

**Strategies:** Continue the relationship with New Westminster Secondary School and Simon Fraser University to encourage young people to see Rotary as a community service option through involvement in the following areas:

#### Youth Exchange\*Cos

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2017/18 | 2018/19 | 2019/20 |
| Students In | 1 | 1 | 1 |
| Students Out | 1 | 1 | 1 |

**RYLA \***

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2017/18 | 2018/19 | 2019/20 |
| South | 3.5\* | 3.5\* | 8\* |
| North | Available $ only | Available $ only | Available $ only |
| Lakelse (NW) | Available $ only | Available $ only | Available $ only |

#### Adventures in Citizenship \*

|  |  |  |
| --- | --- | --- |
| 2017/18 | 2018/19 | 2019/20 |
| 1 | 1 | 1 |

**Adventures Programs held in British Columbia\* Health Care,Forestry,Tourism**

|  |  |  |
| --- | --- | --- |
| *2017/18* | *2018/19* | *2019/20* |
| 1 each | 1 each | 1 each |

**Interact / Rotaract\***

|  |  |  |
| --- | --- | --- |
| 2017/18 | 2018/19 | 2019/20 |
| Support as funds available | Support as funds available | Support as funds available |

* **Cost of most Youth Services Program split with the Noon Club**

 **†**

# Service Projects

**Goal:** To support worthwhile projects throughout the community on a continuous and ongoing basis. Responsibility of various members

**Strategies:** The club will continue to support the following service projects:

|  |  |  |
| --- | --- | --- |
|  | 2017/18 | 2018/19 |
| Victims Assistance Van –victims of Violence VvviiViviolence  | √ | √ |
| NWSS Hot Lunch program | √ | √ |
| New Westminster Santa Parade | √ | √ |
| Salvation Army –various programs | √ | √ |
| Monarch Place Women’s Shelter | √ | √ |
| Purpose Society-Literacy Program | √ | √ |
| NW Ambassador Program | √ | √ |
| Hyack May Parade | √ | √ |

 **†**

## Fundraising

### **Goal:** To carry on the good work that is done through Rotary,

**Strategy:** The club will support the following major fundraisers

|  |  |  |
| --- | --- | --- |
|  | 2017/18 | 2018/19 |
| To the Heart of the Matter | **√** | **√** |
| Pot of Gold Golf Tournament | **√** | **√** |
| Rotary Century Bike Ride | **√** | **√** |
| Spring Fling | **√** | **√** |
| RCRC Hockey Pool | **√** |  **√** |

 **†**

# Public Relations

**Goal:** To provide timely and relevant information to the community on Rotary International and local projects and Fundraisers and to promote the ideals of Rotary.

#### Strategies:

Maintain a Public Relations committee

Maintain a budget for the Public Relations projects that are identified:

2A Develop four (4) advertorials using social media as the conduit to connect and attract potential Youth Services members.

2B Maintain an updated and current webpage for members and site visitors

2C Maintain our New Westminster Royal City Rotary page on Facebook

 **†**

# Club Administration

**Goal:** To improve the operation and systems that will allow Rotary Club of New Westminster Royal City to function smoothly and efficiently.

#### Strategies:

1. Develop a Succession Plan that will identify future club officers and directors for three (3) future Rotary years.-Ongoing
2. Ensure that adequate training and orientation is available to prepare members who step forward to fill future club officer roles.(PETS & Pre-PETS)
3. Develop a practical and timely means of communicating the weekly bulletin to members, honorary members and non-members

 **†**

# The Rotary Foundation (TRF)

**Goal:** To support the Rotary Foundation in its mission to promote and fund projects related to peace and world understanding by increasing contributions from each member to $125.00 U.S. per Rotary year.

#### Strategies:

1. 100% member participation in the Every Rotarian Every Year (EREY) initiative.
2. Ongoing encouragement of members to become Paul Harris Fellows, Benefactors, and Paul Harris Society members.

 **Peace**

**Strategies:**

To Co-Ordinate with and support Rotary International in

Peace keeping projects

 **†**

**Future Follow-up**

In order to ensure that progress is being made, the Rotary Club of New Westminster Royal City requires a formal means of follow-up and evaluation. This will be done in the following manner:

1.One Board meeting in each quarter will have a brief review included within the agenda for a report on the Strategic Plan. Preferably no quest speaker on day when board meetings are held

2.A progress report will be communicated to the members following each

review of the annual goals.

3.A review and update of the strategic plan be carried out each spring with the involvement of the president-elect, current and incoming board and committee chairs.

Without change there can be no progress… **anonymous**