

Rotary Club of Vancouver

Roadmap 2024/5

Membership Stats (lost 30% in less than 3 years)

2021Q4	2022 Q1	2023 Q1	2024 Q1	
108	106	90	78	Members
10	12	15	17	Honorary
1	1	1	1	Executive Secretary
119	119	106	96	Total

Problems identified from previous Strategic sessions

- Membership growth
- Membership engagement
- Opportunities for networking
- Communication: relevance and format
- Format of meetings

Goals for the year

1. **Reignite the Business Culture**
2. **Raise the club's profile**
3. **Increase interactions between members**
4. **Improve how we communicate the work we do**
5. **Grow: New Recruiting Strategy**

How are we going to do that?

We are going to redesign the format of our meetings so that every meeting has a specific purpose which addresses the issues we want to fix and the goals we want to achieve.

New Format of Meetings

1 High-Caliber Speaker Meeting

2 Members Focused Meeting

3 Philanthropy Focused Meeting

4 Fun & Fellowship Evening Meeting

High-Caliber Business Speakers Meeting

Purpose: Raise our profile, reignite the business culture, attract potential new members and get them excited about the Rotary Club of Vancouver

- Only 1 speaker a month
- High Caliber Business Speaker (name that attracts an audience)
- Q/A session about Business & Philanthropy (Paul Martin)
- Short PR overview about Rotary and RCoV (for people new to the club)

Members Focused Meeting

Purpose: Create the space for members to connect with each other, learn from each other's businesses, showcase what they do and experience the value of being a member

- New members inductions (every month)
- New members “spotlight” presentations
- Members Interviews
- Business Fireside Chat with Joan
- Interactive activities at the table

Philanthropy Focused Meeting

Purpose: Showcase the amazing work that we do to engage our members and reignite the pride in our club and Rotary.

- Committee Presentations (share amazing things we are doing)
- One committee each month, all members present overview of current projects
- Opportunity to showcase and recruit new committee members
- Interactive activities at the the table (Ride for Hearing, Social media, etc)

Fun & Fellowship Evening Meeting

Purpose: Have fun, socialize, make friends, network and recruit new members (from TCC and guests)

- Friday or Tuesday night 6–8pm (1 a month)
- Member's lounge section (currently booked by Mindy)
- Live Music, Pool tables, darts, TV
- Serve finger food and charcuterie (drinks not included)

New Meeting format: Addressing issues & goals

1 High-Caliber Speaker Meeting

Raises the profile of our club, reignites the business culture and attracts potential new members to our club

3 Philanthropy Focused Meeting

Showcase the amazing work that we do to engage our members and reignite the pride in our club and Rotary.

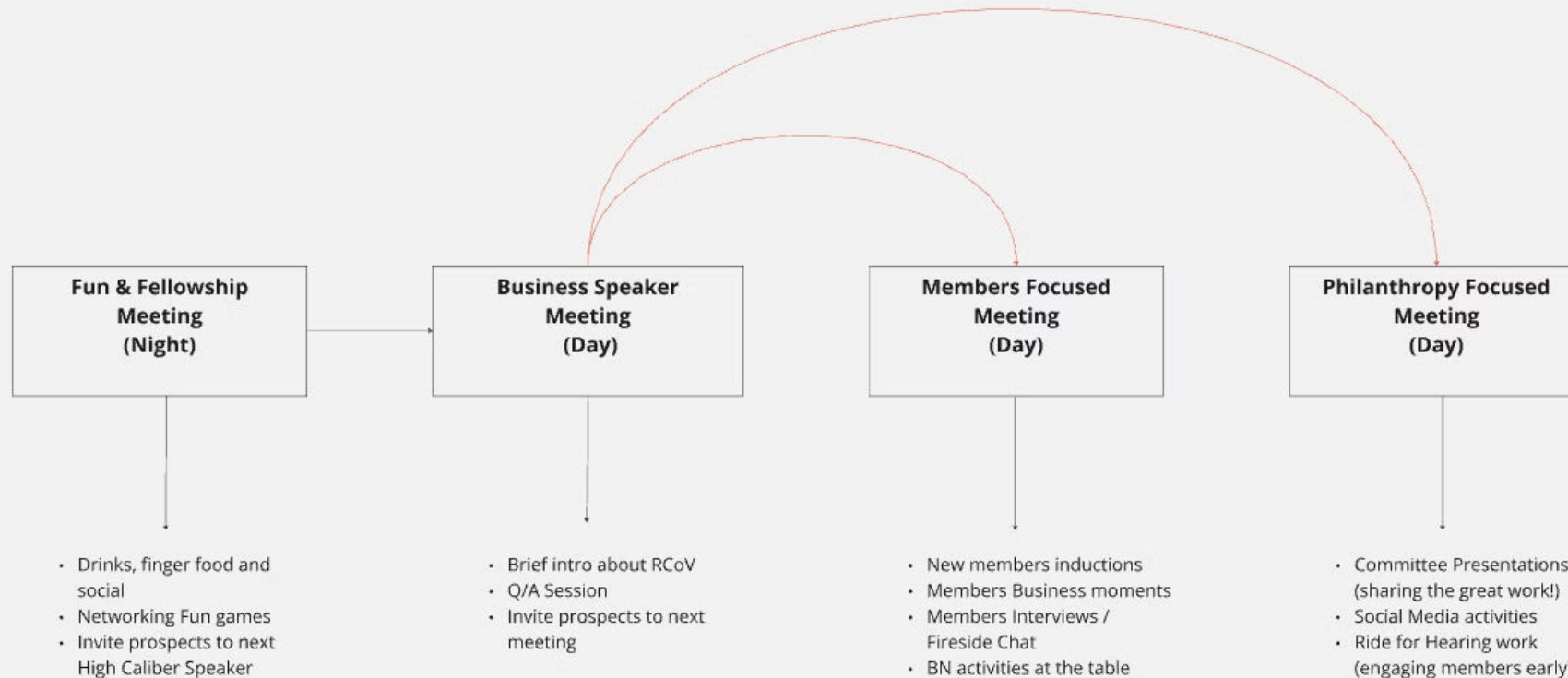
2 Members Focused Meeting

Create the space for members to connect with each other, learn from each other's businesses, showcase what they do and experience the value of being a member

4 Fun & Fellowship Evening Meeting

Fosters fun, fellowship, networking, provides an alternative to lunch meeting and hopefully provides great inflow of potential new members

Recruiting Strategy: Let the magic unfold!



Building the Machine

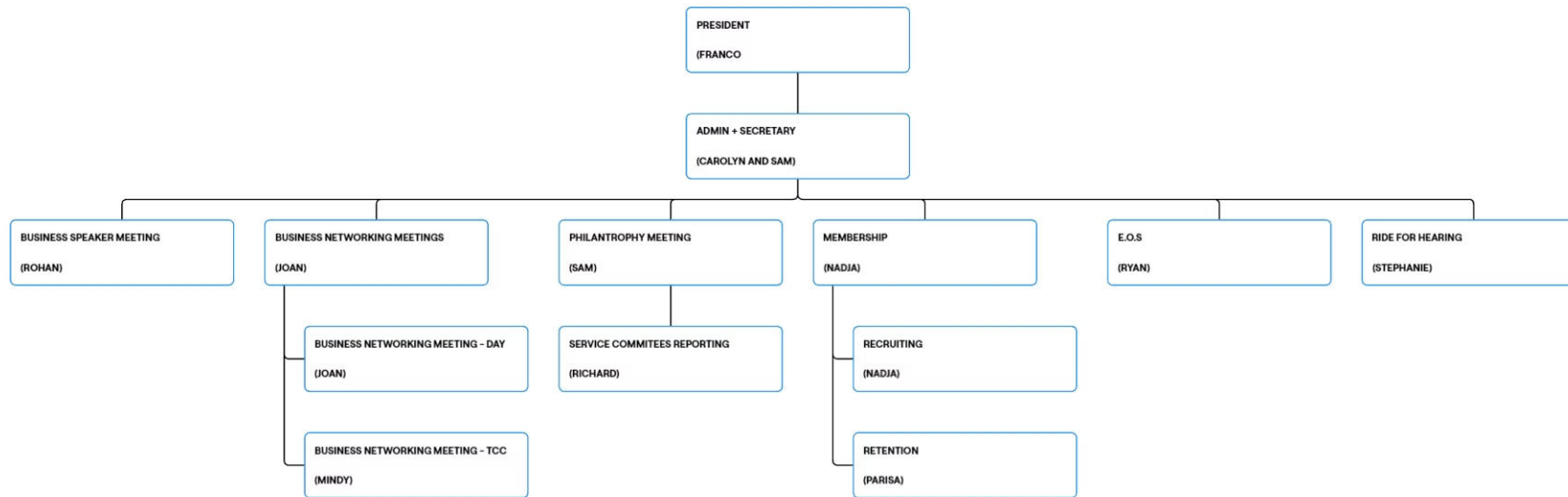
Why?

- Raise our clubs profile
- Reignite our business culture
- Create plenty of opportunities for members to network
- Showcase the wonderful work that we do and engage our members
- Raise the energy of our club
- Onboard new members on a monthly basis!

Questions? Thoughts?
Feedback Please!

**How are we going to
build it together as a Board?**

Accountability Chart



Focus for the next 90 days

- Implement and polish the New Meeting Structure
- Begin to apply E.O.S.

Implementing E.O.S.

1

Clarity of Vision

The implementation of the Entrepreneurial Operating System (EOS) will provide our club with crystal-clear clarity on our vision, aligning our short-term and long-term work to make that vision a reality.

2

Accountability

EOS will create a framework of accountability, ensuring that we stay on track and make tangible progress towards our goals, rather than just talking about them.

3

Ongoing Traction

By adopting EOS, we will establish a system that generates ongoing traction, keeping us focused and motivated to make our vision for the Rotary Club of Vancouver come true.