



The Rotary Club of Salmon Arm Daybreak - *Priorities*

The Action Planning Process

Our planning process has the following steps.

First, we asked all members to complete a Club Satisfaction Survey (September 2018);

Second, we conducted a Club Visioning Workshop to which all members were invited (November 2018);

Third, members of the Club Executive participated (January 2018) in an analysis of our internal strengths and weaknesses as well as the external opportunities and threats (SWOT Analysis);

Fourth, at the January Executive retreat, we identified Club Priorities based on the above steps; and

Finally, we prepared Goals and Actions. All the results are contained in our *Club Priorities* and *2018/ 2019 Action Plan*.

The Rotary Club of Salmon Arm Daybreak has undertaken a multi-year action planning process which provides for consistency in direction over a number of years. This proactive approach involves arriving at a club consensus on a future course of action and then setting out to make it happen! Through this process we developed two documents: these *Key Priorities* and the *2018/ 2019 Club Action Plan*.

Our Survey Results

The survey results confirmed that while we have accomplished much, since the Club was chartered in 1996, we now need to address a number of priority matters. These are:

1. We need to do a better job of engaging new members.
2. The weekly meeting programme needs to be revamped to be engaging and provide opportunities for both fellowship and networking.
3. We need to review our fundraising events and link them more directly to our service projects.
4. We need to deliver more community and youth service projects – both in the short and long term.
5. We must respond proactively to an emerging “engagement issue” among our existing members.
6. We need to have a common understanding of our club’s purpose and priorities – “*we are more than a cheque-writing outfit!*”

Our Club in 2022 . . .

As part of a November 2017 “Visioning Workshop”, we developed the following statements to describe our club to its future best. A summary of the workshop conclusions is contained in *the Club Action Plan*.

“In 2022, we are a club of 50 to 60 members who are actively engaged, visible and respected in our community.

We deliver a wide range of needed community, youth and international service projects all within a spirit of Rotary collaboration, personal development and fellowship.

We demonstrate pride in the ethical integrity of our business, professional, personal and Rotary lives.”

Measuring Our Success

There is no doubt that we will work together to successfully deliver on these priorities, goals and actions. We will, nonetheless, monitor our progress. The results will be reported in updates of the annual *Club Action Plan* and used to inform future club priorities.

We will measure our success through a variety of means, including the annual application each spring of the Club Satisfaction Survey.



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We meet at 7 AM each Thursday at the Harbourfront Resort and Convention Centre (the Prestige Hotel),
251 Harbourfront Drive N.E.
Salmon Arm, B.C.

Our Club Priorities

We emerged with an ambitious list of aspirations, but with an awareness that despite the very best of intentions, many clubs never get beyond this stage. To move beyond this impasse, we focused on delivering results in priority areas, as soon as possible.

Identifying priorities does not mean that other worthy initiatives of the club are dropped or are not relevant. The following three Club priorities are over and above those relating to the effective and normal operation of the Club. They will receive focused attention and soonest action.

Priority 1: Member Engagement

We face an issue associated with member engagement and which requires our immediate attention. Membership numbers and keeping existing members are pre-occupations in our District 5060 and with our club. The initial focus will be to fully engage our existing members, and only then we will actively pursue attracting new members.

We will focus on five topic areas:

- Fellowship, fun and networking;
- Providing clarity to existing and prospective new members about the club direction and priorities;
- Ensuring delivery of a robust Weekly Meeting programme;
- Strengthening member training and mentorship; and
- Effectively promoting the work of Rotary in our community.

Priority 2: Expand our Community Service Focus

We have an ambitious vision for our role in the community: *“This Rotary Club will be far more than a cheque-writing outfit; we will be the most recognised and admired service organisation in the community”*.

We will focus, therefore, on:

- Continuing to participate, actively, in a number of on-going community service initiatives which engage our members and increase community awareness;
- Investigating, selecting and then delivering larger service projects, potentially including a “legacy project” in partnership with others, beginning in 2018/ 2019;
- Enhancing community awareness about the work of Rotary by effectively communicating the purpose and success of each project; and
- Developing and sustaining a strong partnership with our sister Rotary clubs in the area, as well as other not-for-profit organisations, in delivering community service projects and supporting fundraising.

Priority 3: Renew our Youth Service Focus

As a club, we will renew our focus on Youth Service both in our community and globally. In recent years, we have drifted away from this original club focus.

This requires working with others to deliver a range of needed Youth Service projects, including the Salmon Arm Interact Club and surrounding area Rotary Clubs. We will actively pursue involvement in the Rotary Youth Exchange.

