

Rotary

Club of Calgary Millennium

The logo of Rotary International, featuring a gear-like outer ring with the words "ROTARY" at the top and "INTERNATIONAL" at the bottom, surrounding a central emblem with six spokes.

Strategic Plan 2017-2019

Our vision is to be a small rotary club that makes a positive difference in our community while building goodwill and friendship among those who cross our path.

Introduction

This Strategic Plan is intended to articulate the strategic direction and supporting activities of the Rotary Club of Calgary Millennium for a two-year period, 2017-2019. This strategic plan will be reviewed annually.

About Rotary

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who come together to make positive, lasting change in communities at home and abroad.

Solving real problems takes real commitment and vision. For more than 110 years, Rotary members have used their passion, energy, and intelligence to take action on sustainable projects. From literacy and peace to water and health, we are always working to better our world, and we stay committed to the end.

The Rotary Club of Calgary Millennium is one of 35,000 clubs (and growing) who believe that we have a shared responsibility to take action on our world's most persistent issues. We work together to:

- Promote peace;
- Fight disease;
- Provide clean water, sanitation, and hygiene;
- Save mothers and children;
- Support education; and,
- Grow local economies.

Our Values

Values are fundamental principles and beliefs that serve as implicit criteria guiding all actions and decision-making. We ground our work and our organization in the values we believe in personally and professionally.

Our values include:

- Community
- Integrity
- Impact
- Fellowship
- Fun
- Leadership
- Diversity
- Fairness

Our Guiding Principles

These principles have been developed over the years to provide Rotarians with a strong, common purpose and direction. They serve as a foundation for our relationships with each other and the action we take in the world.

Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **FIRST:** The development of acquaintance as an opportunity for service;
- **SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

The Four-Way Test

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships.

Rotarians recite it at club meetings:

Of the things we think, say or do

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

Avenues of Service

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

- **Club Service** focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.
- **Vocational Service** calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.
- **Community Service** encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.

- **International Service** exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.
- **Youth Service** recognizes the importance of empowering youth and young professionals through leadership development programs such as Rotaract, Interact, Rotary Youth Leadership Awards, and Rotary Youth Exchange.

Vision

Our vision is to be a small rotary club that makes a positive difference in our community while building goodwill and friendship among those who cross our path.

Mission

We provide service to others, promote integrity, and advance world understanding, goodwill and peace through our fellowship of business, professional and community leaders.

Strategic Priorities

Five over-arching priorities have been identified to address the strategic direction of the organization over the next two years (note that the numbering of the goals and objectives does not imply relative priority).

Strategic Priorities
Priority 1: Ensure our club's membership is vibrant and growing.
Priority 2: Continue to develop and expand our youth service portfolio.
Priority 3: Develop and grow our international service portfolio.
Priority 4: Be a vibrant and significant partner in our community.
Priority 5: Actively support and grow our participation in the Rotary Foundation.
Priority 6: Build and strengthen our club brand and image.
Priority 7: Develop the infrastructure needed to support our club's sustainability and health.

Strategic Direction

The following section describes the individual components of the strategic direction of the Rotary Club of Calgary Millennium over the next two years.

Rotary Club of Calgary Millennium Strategic Plan 2017-2019

Priority 1: Ensure our club's membership is vibrant and growing			
Actions		Champion	Completion Date
1.1	Invite 10 potential members to our club	Membership Chair	June 2018
1.2	Invite 5 members to join our club	Membership Chair	June 2018
1.3	Support new and interested club members in completing Rotary Leadership Institute	Membership Chair	June 2019
1.4	Support a minimum of 2 club members when attending the District Conference on May 4-6, 2018	Membership Chair	May 2018
1.5	Support a minimum of 2 club members when attending the International Conference on June 24-27, 2018 in Toronto, Ontario	Membership Chair	June 2018
1.6	Develop a club policy to support the ongoing training and development of our club members	Membership Chair	June 2018
1.7	Identify and plan monthly evening meetings to increase our club social activities	Club Service Chair	September 2017
1.8	Organize and plan our club Christmas party on December 6, 2017	Club Service Chair	September 2017
1.9	Organize and plan a St. Patrick's social on March 14, 2018	Club Service Chair	December 2017
1.10	Develop a new membership fee to attract and support the inclusion of members under the age of 40.	Membership Chair	October 2017
1.11	Organize a minimum of 2 summer activities	Club Service Chair	June 30 (annually)
1.12	Establish and advertise our club speaker schedule at least 3 weeks prior to their appearance.	Club Service Chair	Ongoing

Rotary Club of Calgary Millennium Strategic Plan 2017-2019

Priority 2: Continue to develop and expand our youth service portfolio.			
Actions		Champion	Completion Date
1.1	Ensure we are compliant in the required security clearance and sensitivity training.	Youth Service Chair	December 2017
1.2	Support RYLA and RYPEN financially by giving a donation to support their efforts and identify potential individuals who would benefit in participating in these programs	Youth Service Chair	June 2018
1.3	Identify other potential opportunities to broaden our youth service portfolio and report these opportunities back to the club so we may act on these opportunities (e.g. Alberta Youth Entrepreneurship Camp).	Youth Service Chair	June 2018
1.4	Begin developing key connections with schools as a mechanism to provide information and promote opportunities to potential students	Youth Service Chair	June 2018

Priority 3: Develop and grow our international service portfolio.			
Actions		Champion	Completion Date
1.1	Partner with at least 1 other club who is currently working on an international project.	International Service Chair	July 2014
1.2	Attend the district grants committee information session on October 28 th 2017 in Calgary.	International Service Chair	October 28, 2017
1.3	Develop and research a list of possible international projects our club may be interested in working with on an international project.	International Service Chair	May, 2017
1.4	Develop a project plan and the supporting materials so we can apply for a foundation grant for an international project.	International Service Chair	December, 2019
1.5	Work with Bill Skinner and others to begin building our own understanding and knowledge of the grant application process for international projects.	International Service Chair	June, 2019

Rotary Club of Calgary Millennium Strategic Plan 2017-2019

Priority 4: Be a vibrant and significant partner in our community.			
Actions		Champion	Completion Date
1.1	Provide each new member with \$1,000 to allocate to any charity of their choice. Requires the organization to give a presentation to the club and the sponsoring member to share why they are supporting the organization.	Community Service Chair	December 2017
1.2	Identify and organize proposals from community organizations we wish to support for consideration.	Community Service Chair	December 2017
1.3	Invite community partners to report back to the club about their organization	Club Service Chair	Ongoing
1.4	Develop a community partner “template” or package of information that organizations should be aware of when being considered for funding.	Club Service Chair	June 30 2018

Priority 5: Actively support the Rotary Foundation.			
Actions		Champion	Completion Date
1.1	Increase our club’s annual giving to the Foundation by at least 10 percent over 2016-17 (US\$2500).	Foundation Chair	March 2018
1.2	<i>Increase the number of members who give \$25US or more to the Rotary Foundation Fund (US\$75).</i>	Foundation Chair	March 2018
1.3	Attain a minimum Annual fund contribution of US100 per capita (\$2500).	Foundation Chair	March 2018
1.4	Add at least 1 new benefactor.	Foundation Chair	March 2018

Rotary Club of Calgary Millennium Strategic Plan 2017-2019

Priority 6: Build and strengthen our club brand and image.			
Actions		Champion	Completion Date
1.1	Regularly update the club website and Facebook page	Secretary	Ongoing
1.2	Use Rotary's brand guidelines and templates in our communication materials	Secretary	Ongoing
1.3	Host at least 2 speakers series events about an issue important to our community	Club Service Chair	March 2018

Priority 7: Establish the needed structure and process to support the sustainability & health of our club			
Actions		Champion	Completion Date
1.1	Pay our July 2017 and January 2018 Club invoices	Treasurer	January, 2018
1.2	Report our volunteer hours and service project contributions on a weekly basis in Rotary Club Central.	Secretary	Ongoing
1.3	Set at least 10 club goals in Rotary Club Central	President	Annually
1.4	Update our club strategic plan and review on an annual basis.	President	Annually
1.5	Schedule regular board meetings to discuss club business and priorities (July, September, November, January, March and May)	President	Ongoing
1.6	Successfully complete the requirements for the 2017-18 Presidential Citation	President	March 2018

Rotary Club of Calgary Millennium Strategic Plan 2017-2019

Priority 7:	Establish the needed structure and process to support the sustainability & health of our club		
1.7	Organize and staff the annual casino fundraiser	Club Service Chair	December 2017
1.8	Identify and plan a club fundraising initiative	Club Service Chair	December 2017
1.9	Establish a fundraising events committee	Club Service Chair	December 2017
1.10	Revise our club bylaws	President	March 2018