

Putting our Strategic Plan into Action

January 9, 2017

Our Strategic Plan

Four Key Goal Areas:

Effective Club Culture and Structure

Active and Engaged Membership

Promote Rotary's Profile, Value and Impact

Support local and international projects

Our Strategic Plan

Strategic Priorities for 2016-2017

Club Culture / Structure

Shorter, more efficient meetings

Member Engagement

Focus on keeping members informed, involved, and engaged

Rotary Awareness

Promote more effectively about what is going on Rotary locally and internationally

Fundraising

Evaluate our fundraising activity

Rotary
Club of Medicine Hat 

Our Accomplishments

Org Culture / Structure

- **Shortened lunch meetings**
- **Meeting content variety**
Speakers, Membership Engagement (3 / year), Fellowship, Rotary updates (RF, RI, District, projects)

Rotary Awareness

Internal:

- Developed new Rotary Brochure
- Rotary updates on Facebook page and website
- Rotary minutes, emails, Lubricator

External:

- District involvement (Membership Committee, Rotary Foundation)
- Bi-monthly meetings with all Rotary Clubs in Medicine Hat
- Presentations and meetings with Rotaract and Interact
- **Rotary Impact: Linked to Centennial**

Rotary
Club of Medicine Hat 

Our Accomplishments

Member Engagement

- 9 new members since July 2015
- New membership procedure and mentorship program
- Participation in District membership meetings
- Fireside Chats
- Fellowship (Happy Hours, Dinner Club, Rural Tour, Parade)
- Committee involvement (Centennial, Fundraising, Membership, Club Service, International)

Fundraising

- Bingos
- Casino (set for 2017)
- Centennial Project (Rotary Vision and Mission Gala in April 2017)
- Annual Music Festival advertising
- Club 500



Next Steps



Tracking Our Progress: Measuring Up

- What's working? Where can we improve?

Where to from here?

- Let's keep our plan alive!
- Review in June 2017

