



Rotary

Club of Medicine Hat



SUMMARY NOTES

FROM STRATEGIC PLANNING DAY

November 7, 2015

Recap of Planning Day:

The purpose of the Rotary Club of Medicine Hat Strategic Planning Day was to work through a planning process to help members develop and clarify the Club’s purpose, goals and priorities moving forward. With the assistance of a Community Development Officer from Alberta Culture and Tourism, Rotary Club members had an opportunity to participate in facilitated discussion around:

1. **E-Scan:** SWOT Analysis: What’s working well? What challenges do we face? What opportunities are out there?
2. **Our Purpose:** What is our purpose? Why are we needed? What makes us unique?
3. **Goal Development:** What do we hope to achieve?
4. **Strategic Priorities:** Where should we focus our efforts in our planning?
5. **Next Steps:** Where do we go from here?

The information contained within this document serves as the **raw data notes** from the planning day that will assist the Rotary Club in developing and implementing the “foundational” elements of a Strategic Plan for moving the Club forward. These notes also include feedback from Rotarians who were not able to attend the workshop.

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(Individual Responses to the Purpose / Value of Rotary)	

Strategic Planning

As leaders in building your Rotary Club and community, strategic planning is one of the most important responsibilities that you are tasked with. The plan provides a road map to guide the organization and decisions it makes.

The Rotary Club of Medicine Hat Strategic Planning Day on November 7, 2015 touched on phase two of the following seven phases in strategic planning. For planning efforts to be most effective, it is critical that all seven phases are completed:

- Phase 1. Preparation for planning
- Phase 2. Developing content for the strategic plan ←
- Phase 3. Writing and approval of the actual strategic plan
- Phase 4. Communication and distribution of the plan
- Phase 5. Implementation of the plan
- Phase 6. Monitoring and evaluation of the plan
- Phase 7. Acknowledgement and celebration of results

1. E-SCAN – SWOT Analysis

Doing a bit of an “enviro scan” sets the context for planning. It takes a “snapshot” of where we’re at. It also provides valuable information that helps in making decisions and creating a meaningful analysis of the potential implications that an organization faces.

SWOT Analysis

What are the **Strengths**, **Weaknesses**, **Opportunities** and **Threats** that we need to be aware of for our organization in order to effectively plan for our future?



A **SWOT Analysis** provides insight into what direction we want to take our organization or community. It is a tool that helps us look at our internal and external environments and what impact this makes.

Rotarians discussed what is going on internally and externally in the Rotary Club of Medicine Hat. This helped to identify some of the successes and challenges that the Club is facing.

Strengths

What are we good at? What's working? What assets do we have? What do members, other Clubs, the District or the community identify as our strengths / advantages?

People / members

- Dedicated members
- Compassionate, caring people in Rotary
- Diversity of members (talents, interests)
- Broad range of classifications (good cross-section of people represented in our club)
- Energy / fun
- Connections / resources

Rotary name / identity

- Recognizable name
- Visibility in community and around the world
 - Locally – Rotary Park, Track, other projects
 - International – Polio eradication

Projects / Activities

- Strong project / connection with the Music Festival which has an identity in the community
- We work on and support many community and international projects
 - We get involved in 'hands-on' approach to projects (ex. International).
- We are motivated and committed in project work
 - Good at generating ideas
- Rotarians volunteer and support other community organizations with their projects and needs (Ex. Salvation Army Kettle Bells, Project Connect, Canada Day, etc.)

Youth

- Organized clubs / programs for youth
 - Interact, Rotaract

- Exchange student programs

Engagement / involvement

- Wide range of opportunities for members to get involved in
- Social activities (Happy Hour, Dinner Club)
- Community and international projects
- Club activities
- Rotary events and training opportunities

Fellowship

- Good fellowship and fun (family inclusion)
- We are part of the large Rotary family / large name
- Worldwide network of clubs to visit
 - Exchange visits
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- Worldwide network of clubs to visit
 - Exchange visits

Structure / Organization

- Good solid structure and processes in place

Marketing / Promotion

- Social Media on Facebook and Twitter
 - We have social media presence (can always improve but we have it in place)
 - Smart phone apps (Clubrunner).
- Website (Clubrunner)
 - Bulletin / Lubricator – weekly newsletter
 - Resources on Rotary, opportunity to expand information on various aspects of Club (membership, projects, etc.).

Weaknesses

What do we struggle with as a Rotary Club? What challenges do we face? What do members, other clubs, the community identify as our weaknesses?

Membership

- Declining membership
- Membership engagement is limited
- Aging membership
- Lack of demographic diversity
- Cost
- Huge snowbird membership
- Balancing members' needs (Rotary's expectations perceived as too high – ex. meeting attendance)
- Membership Burnout
 - Highly engaged members get burnt out as they have a lot of work on their plate – so the work is not evenly distributed
 - Rotarians are divided between three Clubs – therefore our resources are thinner for projects, fundraising, etc.
- Commitment, willingness to take part in activities other than weekly meetings

Club Culture

- Too traditional
- Resistant to change
- Attendance expectations or perceived expectations
 - Too focused on membership attendance
- Focus on meetings
- Commitment of members
 - Interest / involvement in Rotary beyond lunch meetings
- Not inclusive (ex. Religious aspects of invocation)

Meeting Structure

- Meetings are too long – people can't take extra time off for extended lunch – we make it difficult for members to stay / want to be engaged, etc.
- Traditional structure is corny
 - Do we always need to have God Save the Queen? Birthdays
- Too many meetings
- Too many presentations

Organizational Structure

- Confusion on how Club is governed – and how it all interconnects
- Clarity on protocols / procedures (rigid)

Internal Communication

- Poor internal communications of what is going on, how things work, etc.
- Better communication with large membership
 - Decisions made
 - Projects
 - Activities
 - Committee work
- Clubrunner not user-friendly
- Members do not use Clubrunner regularly or to its full potential

External Communication

- We don't always explain what Rotary is and the value it brings
- We could get better at sharing / celebrate Rotary contributions – projects we support, stories, exchange students, etc.
- Website doesn't showcase everything we do – needs rejig
- What we do in the community is not always known / lack of awareness of what Rotary does

Fundraising

- Tired fundraising

Projects / programs

- Not enough information to Club members on what is going on in projects
- Not a good enough match between the people power and projects
 - Burnout by STP (same ten people)
- Need more programs we can sink teeth into

Leadership

- Succession Planning

Opportunities

What opportunities can we capitalize on? Any Emerging trends? What's going on in the Club, District, community and globally that we can take advantage of?

Refocus / innovate meeting structure and program

- Change agenda
- Shorten meetings
- Keep meetings to one hour
- Change focus of meeting to “why” Rotary, what we're doing to make a difference
- Build in “discussion” meetings into the meeting program schedule every once in a while (where there is nothing but an opportunity to talk / share / discuss).
 - Engage members in dialogue about something related to what we are doing / could be doing (such as community and international projects, activities / programs we support, updates, Rotary programs, etc.).
- Assess traditions that are important vs. those we just do because we always did them. Really focus on what is valuable / important and “will make a difference” for Rotary
 - If we are going to continue doing some of the “historical” activities, communicate the WHY and always communicate it to guests.
- Offer some meetings via webinar
- Record classification talks (would need to be private)

Fellowship

- More about the fun and fellowship (beyond Dinner Club)
- More time to interact with other members socially, informally
- Ask members for ideas on social activities / what they would like to see)

Rotary at Work / Activities

- More “Rotary at Work” opportunities
 - Focus on projects / Rotary impact

- Personal, hands-on, activities that involve groups working together for a purpose

Membership Engagement

- Explore different ways to motivate / get involved (Importance / value of what we do)
- Look at needs of niche groups and determine “how” we connect with them:
 - Aging members / Retirees for more involvement
 - Aging members from other service clubs (potential members)
 - Younger members – what would attract them to join and stay?
 - Women / Immigrants
- Deal with the “busy” rationale

Rotary Brand / Marketing

- More sense of purpose / identity
- Develop a marketing strategy that outlines our brand
 - What are our selling features (“Why” Rotary)
- Refocus...show value of Rotary
- Ensure Club is appealing to various demographics
- Show Rotary “cause” – stories of impact. Ex. Youth exchange students, music festival, projects that made a difference
- More activities that get broader public recognition

Fundraising

- Review our current process
- Targeted fundraising – link to a cause / project that people feel connected to
- Determine what is a priority (what fundraising, how, why) and its implications
 - Time / resources to fundraise
 - Implications to our budget
 - Evaluate the market – what are others doing (competition)

Threats

What external issues does our Rotary Club face?

What external roadblocks hinder our progress?

What weaknesses do we have that make us critically vulnerable?

Fundraising

- Sheer competition in fundraising – a lot of “event” fundraisers
- Online fundraising
- Other ‘groups’ forming, attracting people to just donate directly to causes / local non-profits
- Staying “relevant” in our projects / fundraising (club, members, projects)

Competition of other Service Clubs

- Trend of decrease in service clubs
- Competing against other Rotary clubs in time of decline

Trend in the non-profit sector

- Locally and internationally, non-profits are doing things differently

Trend of workplace changes

- People are exhausted after their work week
- People don’t have extra time and Rotary is seen as a large time commitment (ex. weekly meetings)

Community Perceptions

- Community not aware of what we do – the projects we support or have supported
- Public thinks we are elitist

SWOT DEBRIEF

Based on what was identified in the SWOT Analysis, what is important to focus on?

- Change and innovate meeting structure / program
- Membership engagement
- Rotary brand / community awareness
- Relevance - Rotary activities / projects we can connect to (linking fundraising to what is relevant)

2. OUR PURPOSE

In order for an organization to be successful in what it hopes to achieve, it first needs to have a common understanding of its overall purpose or mission. This helps to clearly and concisely explain to the average person who you are, why you exist, and what you do for whom.

It is also important for members within an organization to share their personal viewpoints on the purpose and value that their organization brings.

PART 1: Individual Reflection on the Purpose of Rotary

On individual worksheets, Rotarians answered the following questions:

- What does Rotary mean to me?
- What do I value about our Rotary Club?
- What do I want more of from our Club

Note: The compilation of all individual responses is included at the end of this document in the Appendices.

Rotarians also had an opportunity to collectively engage in conversation about the purpose and value of their Rotary Club. The following captures a summary of the discussion:

- Part of a world-wide organization – that helps make our world a better place (pride)
- Social interaction with like-minded to do good in community and internationally
- Fellowship with people from different backgrounds and experiences
- Getting together with intention – bettering the community and world
- Sharing the same goals and aspirations - genuine kinship
- Sense of purpose / belonging
- Committed, dedicated people working together
- Able to engage others / collaborate on needs – be innovative / risk taking to support causes
- Offer service above self
- Serve the community – in different ways
- Humor / fun / interaction while doing good
- We practice – the 4 Way Test

PART 2: Our Rotary Club's Purpose / Mission as an Organization

When you think about the purpose of the Rotary Club of Medicine Hat, what comes to mind?

- What do we provide as an organization?
- Why are we important or needed in the community?
- What makes us unique?

In small groups, Rotarians discussed:

1. What do we provide?

- Part of international organization that provides help around the world
- Conduit to members to be of service and for members to interact
- Support for community facilities / services
- Give back socially
- Connect to cause
- Initiative / improvement for community
- Provide meaningful opportunities to get involved in making a difference in the community and abroad
- Provide opportunity for worldwide interaction / learning
- Fellowship
 - Among professionals
 - Great companionship, friendships,
 - mentors (and unlikely friendships)
- Place where people who have shared values can do good in the community and world
- Financial support to community projects (ex. Track, Medalta, other com dev.)
- Ability for members to get involved in local community projects and international projects
- Provide projects / programs to support in

community

- Music festival
- Youth programs
- Scholarships to students
- Service to humanity (Do good while having fun)

- Support local activities (ex. CORE, Salvation Army Kettles)
- Serve locally and internationally and enjoy it right here in Medicine Hat

2. Why are we needed / important? Value / benefit

- Provide service / opportunities to the community and world in areas of need
 - Provide / support community initiatives
- Supporting service through membership
- Provide opportunity for world-wide interaction and learning

Local Community Support

- Support local projects
 - Music Festival (financial and volunteer support)
 - Scholarships
 - Local projects: Rotary Park, Rotary Track, Medalta, Library, and other donations such as Chess Club, Spectrum, etc.
 - International projects
- Ability to get 'hands-on' involvement and make a difference
- Provide people power to local organizations (Salvation Army, CORE, etc.).

International Community Support

- Ability to get directly involved in large scale International Projects (hands-on, travel to international communities)

World-wide Family of Rotary

- Provide access to a well-respected international connection of Rotary
- Access to worldwide interaction / learning
- Largest audience of diverse professionals
- Support avenues of service designated by Rotary international – to give back to society
- Ability to enhance project work through the support of District and Rotary International funding (our leveraging and funding goes a lot further than just a donation)
- Impact of the work we've done (100 years in the mix)
 - International – polio, community enhancements, education, health, etc.
 - Local – projects, programs

Youth

- Provide opportunity for local youth to connect locally, in the region, Canada and around the world

3. What makes us unique as a service club?

- Amazing network of professionals and support for meaningful local and international community work
- Diversity of options or ways to get involved (we have a buffet of activities and project)
 - Our club offers opportunity for members to get involved in SO MANY WAYS (local projects, international projects, community activities, fellowship)
- Our "requirement" for "professional" diversity (designations)
- Innovative and hands-on approach to our projects (more than just \$)
 - We influence projects, not just funding

- Best blend of professionals, leaders and fun – doing good
- Longest standing service club in Medicine Hat – we have done A LOT for our community over the past 100 years
 - Great companionship, reflecting Medicine Hat’s history and culture
- We take on large scale projects (locally as a Club and internationally as an organization)
- Large scope projects - international
- Being a small part of the large Rotary organization and take on big tasks (Polio Plus)
- Worldwide family, Rotary International

4. Who do we serve?

- Members are the biggest benefactors
- We serve the community (local and international)

Purpose / Mission Summary

The following two options are intended as a possibility of what might be included in a mission statement, as identified from the notes and ideas shared. This will need to be reviewed and approved by the board to ensure it reflects what the Rotary Club would like to see moving forward.

Option 1: *The Rotary Club of Medicine Hat is a diverse and welcoming group of people who live Service Above Self by giving financial and hands-on support to local and international communities while exemplifying ethical leadership, fellowship, and active participation with its members.*

We do this by:

- Exemplifying the values of Rotary International and “*Service Above Self*”
- Supporting a diverse range of *local community activities and international humanitarian service projects through* financial support and “hands-on” involvement.
- Offering a variety of opportunities for members to engage in meaningful “Rotary at Work” projects and initiatives
- Fostering an environment for members that encourages *fellowship, fun, and personal growth*

Option 2: *The purpose of the Rotary Club of Medicine Hat is to ethically serve our local and global communities while providing opportunities for service, fellowship and personal growth for our members.*

We do this by:

- Exemplifying the values of Rotary International and “*Service Above Self*”
- Supporting a diverse range of *local community activities and international humanitarian service projects through* financial support and “hands-on” involvement.
- Offering a variety of opportunities for members to engage in meaningful “Rotary at Work” projects and initiatives
- Fostering an environment for members that encourages *fellowship, fun, and personal growth*

3. OUR GOALS

REMEMBER... **Goals** are about WHAT you hope to accomplish

Strategies are approaches / statements of HOW you will achieve your goals

Actions are details of the strategies with specific tactics / actions to get the job done.

- **What does our Rotary Club need to do to achieve its purpose / mission?**
- **Where should we focus our efforts to be effective (as a club and to the community)?**

The below table outlines the feedback and ideas shared (from a card process exercise). This raw data is intended as a guideline to further develop the specific goals, objectives, and strategies for the Rotary Club to continue working on.

Effective organizational culture and processes	Diversified and meaningful fundraising	Hands-on projects, service, and activities	Member engagement and communication	Rotary Brand and Awareness
<p>Strategy : Meeting Structure:</p> <ul style="list-style-type: none"> • Restructure meeting time, content, agenda, governance (decision making) • Change meeting structure to accomm. different requirements • Offer variety of formats (not the same all the time) • Have more discussion at meetings • Improve communication to members at meetings • Diverse formats • Be responsive to needs of members • Member-need focused • Updates during meetings on projects and committee work • How many meetings do you have to attend? <p>Strategy: Fellowship:</p> <ul style="list-style-type: none"> • Increase fellowship opportunities <p>Strategy: Diversity:</p> <ul style="list-style-type: none"> • Professional diversity • Age diversity <p>Strategy : Business processes</p> <ul style="list-style-type: none"> • Clarify / communicate / streamline processes / procedures <p>Strategy: Succession Planning:</p>	<p>Strategy: Develop fundraising plan</p> <ul style="list-style-type: none"> • Replace bingo with a fun filled, hands on fundraising event • Develop a 5-year plan regarding Music Festival funding • Explore additional (different) fundraising opportunities • Develop new fund development opportunities attached to cause / need 	<p>Strategy: Local</p> <ul style="list-style-type: none"> • Responsiveness to current needs and issues • Develop / support projects we can sink our teeth into • Identify a joint club project for MH • Look at major projects (refugees, capital) • Opportunity for immediate hands on projects <p>Strategy: International</p> <ul style="list-style-type: none"> • Opportunity to engage in meaningful way for international projects • Hands-on projects • Large 3H international project 	<p>Strategy: Communication:</p> <ul style="list-style-type: none"> • Ensure all members have information about club projects / activities on a regular basis • Ensure members greet visitors / introduce themselves <p>Strategy: Engagement:</p> <ul style="list-style-type: none"> • Keep having fun! • Achieve active engagement of every Rotarian • Member outings (local / intl. ex. Havre) <p>Strategy: Member Orientation:</p> <ul style="list-style-type: none"> • Who to approach for members? FRANK (family, relevance, associates, neighbors, kids) • Comprehensive package for new members • New member orientation within first three months • Increase membership to 100 by 2018 	<ul style="list-style-type: none"> • Develop a marketing plan • Communication to public what rotary does and why • Development of a recruitment elevator speech • Social media marketing in 21st century • Enhance our social media presence

Outlier: Find a president-elect!

Points of clarity on the card process: One of the advantages of doing the card process for planning is that both broad ideas and specific tasks tend to naturally emerge from the data. Wordsmithing will be left up to the board and membership to review and change as necessary.

4. STRATEGIC PRIORITIES

Based on the all the ideas shared, Rotary Club members identified the following priorities:

- Change / innovate meeting program and structure
- Ensure more effective and regular communication internally
- Build a stronger brand / value of Rotary (to existing members and community)
- Focus on “Rotary at Work” for projects, activities, etc. to engage members
- Evaluate our fundraising and projects – look at outcomes and impacts

5. NEXT STEPS

Where do we go from here?

- Take the information, notes and ideas from the planning workshop on November 7, 2015 and develop a strategic plan document to work on (3 – 5 year plan)
 - Use previous Strat Plan from 2012-2015 as reference
- Continue working through goals and priorities for the coming year (with review, updates)
- Identify more specific strategies and objectives (targets to determine success)
- Create action plans (possibly using committees already in place)
- Develop a “short” one or two pager of the notes from the planning session today outlining key points

Follow-up Planning Review at January 18, 2016 Rotary Lunch Meeting

- Purpose: Recap on strategic planning workshop, SWOT, goals, next steps moving forward
- Format: Presentation and brief engagement with membership / facilitated by Karen Blewett

Parking lot:

The following ideas and questions were identified as important and ‘parked’ for future discussion:

- Terry’s action plan template (green, yellow, red) for status of where we’re at in implementing our plan
- Fundraising – what’s our plan?
 - Music Festival and Club 500 – let’s discuss this more
- Rotating location of meetings – for more social, networking opportunities
- More updates at Rotary meetings / Rotary Minutes
- Important to emphasize “why” we are changing meeting structure

Further Assistance and Support

The Community Development Unit of Alberta Culture and Tourism provides training, facilitation and consultation to non-profit, community, public sector and government organizations in order to help them improve their organizational effectiveness. Should the Rotary Club of Medicine Hat be interested in additional resources on strategic planning templates, developing committee terms of reference, action planning, etc., please feel free to contact the Community Development Officer for more information.

6. APPENDICES

INDIVIDUAL RESPONSES ON THE PURPOSE / VALUE OF ROTARY

What does Rotary mean to me?

- Rotary provides an outlet for community service and involvement at the local and international level where I can help and make a difference
- My outlet to service the community
- Fellowship
- International Scope
- Sense of belonging to an ideas organization
- Fellowship, service to the world, being part of a world-wide and well recognized organization
- To make a difference both in my community and around the world
- A chance to do community service and international service
- Meet new people – different backgrounds, different ideas
- Giving back to the community
- An opportunity to provide service to the community at large
- An opportunity to learn about my weaknesses, grow and expand through opportunities given to Rotary program, fundraising, friendships, commadry, with intentional connections
- An opportunity to serve those who are less fortunate than me
- Companionship / fellowship
- Being part of an organization that spans the globe in making our world a better place (pride)
- A group where I make a lot of good business and personal connections while doing some good for our community and when possible for other communities around the world
- It means fun and fellowship during our meetings and our events
- It means being well organized in all we do, by experienced leaders from all walks of life
- It means finding the right type of innovative leaders who are also team players to be part of our Club. We need all club members to consider taking the lead by their motivation or when called upon. Likewise when not in a leadership role we need club members sufficiently active to volunteer to take part in Club activities planned and organized by others
- It means that our leadership needs to be innovative and on occasion to take risks and try new things
- It means evaluating what we do and learning from that to either change our actions, stop what we are doing, start something new
- Rotary is a way to help others. Because it is all encompassing I am able to support areas that I have interest in and others are able to support areas they are interested in
- Rotary also enables being able to get to know more people in the community to be able to support other causes they may be involved in. This may be things that Rotary isn't directly involved in
- Rotary provides a social centre with like-minded people
- Rotary provides an opportunity to learn about other people's places and cultures and maybe help influence / gain insight for them and return to our environment / homes / activities
- A group of men and women who work towards making things better in their home, community, and around the world
- A time to gather with community leaders and professionals
- Fellowship with individuals from different backgrounds
- Personal growth / Lifelong learning

- Humorous / fellowship
- A meaningful social group
- Interesting guest speakers
- The Music Festival – why I joined Rotary
- Polio Plus
- Taking risks
- Helping youth in our community
- Social projects
- Doing good in the world
- Thinking ‘big’
- A great start to my week
- An opportunity to meet and enjoy the company of an interesting and funny group of people
- An opportunity to contribute to meaningful change in the world from my own community (think globally act locally)
- Chances to help my community in meaningful ways (local projects)
- Opportunities to learn about what is happening in my community and to get the word about our projects
- Part of a worldwide organization that has and does make a difference in the world “pride”
- An opportunity to provide service in a way than service I have time throughout my professional career
- Friendship – diversity of vocations
- Purpose – service to community / world needs
- Worthwhile projects – meaningful
- Club gives me a feeling of satisfaction that it provides me with the opportunity to give back to society
- Rotary provides me with an “open door” in association with not only members of my club but clubs that I will visit
- Participate in a well-known INTERNATIONAL organization
- Offers opportunity to meet and work with members of local, national and international community
- Good fellowship
- Participating in an organization which is aimed at public good internationally
- Meeting like-minded people at our meeting
- Hearing interesting persons on a variety of subjects through our programs
- Everything
- Community service
- Fellowship with different people
- Worldwide organization
- Principled people getting together and the intention of improving their immediate community and the international community

What do I value about our Rotary Club?

- I value the relationships I have made with other members
- I value the successful projects that have impacted our community and elsewhere in the world
- Professionalism of members
- A good selection of people, diversified, multiple talents and interests
- The diversity of our members and the ability to use this diversity to complete projects we undertake
- The fellowship, able to share my talents,

- and offer service above self
- Sharing the same goals and aspirations - the genuine kinship
- Having fun at meetings and interacting outside of meetings
- Social interaction
- Learning about other people's ideas
- The relationships - Rotarians support to each other in times of need
- Everyone is committed to helping out where and when possible
- Lots of great ideas
- The history
- The great social interaction
- Fellowship and willingness to serve
- Good intentions, friendly
- Fellowship
- Fellowship
- Sense of purpose and identity
- Friendship
- "Bring what you have, give what you can"
- Volunteerism opportunities
- Humor
- Meeting people who join the club
- Contributes to local and international well being
- Cross section of population
- Good selection of people, diversified, multiple talents and interests
- Friendship
- Fun and laughter while doing good
- Sense of purpose / belonging
- Contributions we make to
- Member interaction
- The fellowship, diversity, welcoming members
- Hardworking members who focus on the common good
- History of the club and future of the club
- Humorous interaction while doing good

What do I want more of for our Club?

- More "Rotary at Work" opportunities
 - More focus on projects and Rotary impact
- More projects one can become actively involved with which make a visible impact
- Hands on projects
- Personal, hands-on, activities that involve groups working together for a purpose
 - Selling tickets and working bingo is no longer fun and is becoming a distraction to what I would like to do
- It would be nice to have more time to interact with other members socially. I know we do have the dinner club. It would be nice to have other interactions that are not quite as formal as this. I think some members are sort of afraid or intimidated to participate in dinner club.
- I want more of the above fun, fellowship and worthwhile projects
- I want to see more leadership and participation expressed by all members
- I want to see more new ideas and events rather than continuing to rely on older out of date activities
- I would like see to our Club undertake more activities that get broader public recognition
- Commitment, willingness to take part in activities other than weekly meetings
- More promotion and showcasing of the "why" of Rotary and our impact
- Attract new members, new ideas
- Inform what membership is doing for new members
- More transparency / info on projects
- Better communications with 1) community awareness 2) recruiting new members 3) keeping new members, 4) letting the membership know what we do
- Making a difference – sinking my teeth into something
- Member involvement
- Bright future

- Interesting programs
- More information – e.g. Information from directors and recommendations of committees all distributed with the Lubricator or all of which can be done by email
- Fuller member engagement
- Better marketing
- Improve communication at all levels
- Additional fundraising opportunities
- Information sharing
- More members
- More giving support
- More laughs
- More involvement to get program going – facilitate communication with program committee – support – evidence based outcomes
- More sense of purpose / identity
- More transparency about the business processes
- More members – 10 – 15