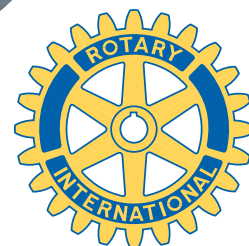


ROTARY CLUB OF RED DEER

Strategic Plan

2011
2013

we're here on purpose





ROTARY CLUB OF RED DEER

Strategic Plan

Mission of Rotary International

The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

The Object of Rotary

First formulated in 1910 and adapted through the years as Rotary's mission expanded, the Object of Rotary provides a succinct definition of the organization's purpose as well as the club member's responsibilities

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 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

Followed by Rotarians worldwide in their business and professional lives, The Four-Way Test was created by Rotarian Herbert J. Taylor in 1932. It has since been translated into more than 100 languages and is used by organizations and individuals throughout the world

Is it the Truth?

Is it fair to All Concerned?

Will it Build Goodwill and Better Friendships?

Will it be Beneficial to All Concerned?





ROTARY CLUB OF RED DEER Strategic Plan

Our Club Vision

The Rotary Club of Red Deer, through active participation, will foster leadership and provide human and financial resources to benefit our local and international communities

Our Club Mission

The Rotary Club of Red Deer will be guided by the Object of Rotary to recognize community and international needs and mobilize resources to meet those needs

Our Core Values

The Rotary Club of Red Deer believes that individual members have the responsibility to actively participate in achieving the Object of Rotary while abiding by the Four-Way Test

How We and Others View the Rotary Club of Red Deer

We are the service club of choice...community focused, reflective of our community's diversity, and a leader in community service, both locally and globally

Through an extensive process involving all Club Members, we have established a core goal that describes how we ourselves, and how we want others, to view the Rotary Club of Red Deer. To guide us in our planning and actions we have identified six Key Strategies. We will develop and implement actions that support the achievement of these strategies and will annually evaluate our progress. We will adjust our plan as needed to achieve success and to address changes that may occur. The end result is an annually updated three year forward Rotary Club of Red Deer Strategic Plan.





ROTARY CLUB OF RED DEER Strategic Plan

Our Core Goal

The Rotary Club of Red Deer is the service club of choice...community focused, inclusive, and a leader in community service, both locally and globally

- » We are known for being ethical
- » We are passionate about “service above self”
- » Our membership will continue to grow, reflecting the character of our community and the focus of our projects and programs
- » The value of membership is self-fulfilling through networks and contacts with other Rotary club members
- » We are strong leaders, exhibiting high energy and enthusiasm in support of Rotary
- » We connect with other Rotary clubs

Our Key Strategies

Our Key Strategies are all of equal importance in achieving our Core Goal. Through our various club committees, and our members working together and individually, we will develop and implement actions in support of our Core Goal





ROTARY CLUB OF RED DEER Strategic Plan

Our Club Meetings

**Our meetings will be well organized, interesting, informative and fun.
They will reflect our vision, mission, values and core goal**

- » There will be opportunities for members to share events in their lives and business...and for others to learn from them
- » Special efforts will be made to make new members feel welcome
- » Meetings will foster socialization amongst all members
- » All members attend regularly and are engaged in club activities
- » We will have a succession plan to ensure ongoing effective leadership by our club leaders

Actions to Support this Strategy 2011 - 2013

- » Annual Informational Club Meeting on Committees, Projects and Club Member Expertise
- » Reintroduce the Rotary Songbook with monthly "sing-a-long"
- » 4 Special Club Meetings – Remembrance Day, Christmas, Valentine's Day and Club Birthday – with spouses
- » The Flash uploaded to Club Website
- » Settle on a permanent home for weekly meetings
- » Guest Speaker 'Terms of Reference' Template





ROTARY CLUB OF RED DEER Strategic Plan

Celebrating and Growing Our Members Vocational Expertise

We will celebrate the vocations of all Members, develop mentorship programs for members and emerging community leaders, and increase awareness of programs and projects that support positive vocational development

- » Vocational talks will be a regular feature of our meetings
- » Strong orientation program for new members
- » Engage in effective succession planning to ensure ongoing strong leadership in our club
- » Connect students and young people with members through career exploration and work experience opportunities

Actions to Support this Strategy 2011 – 2013

- » Website development
- » Social Media development
- » Club Publicity materials for consistency
- » Recruiting New Members
- » New Member Mentorship Program
- » 'Rotary Spotlight' – highlights on Club Members





ROTARY CLUB OF RED DEER Strategic Plan

Supporting and Strengthening Community Projects

We will engage in and support worthwhile community projects that benefit people in our community and reflect our humanitarian principles. We will support community projects that enable members to provide “hands-on” service. We will ensure projects reflect the support that Rotary has provided

- » We will have well thought out funding criteria that reflect our vision, mission, core values and core goal
- » We will encourage appropriate branding and signage of projects we support
- » We will always have a “flagship” project

Actions to Support this Strategy 2011 – 2013

- » Westerner Days Parade, Seniors Concert, Salvation Army Kettles, Citizens of the Year, Rotary Blood Drive, Career Opportunity Fund Awards
- » Funding decisions – one committee?
- » Youth – YEX, RYPEN, RYLA
- » District Grants – Community Focused
- » The “Next” Rotary Project





ROTARY CLUB OF RED DEER Strategic Plan

Our International Projects

We will continue to grow our commitment to supporting international projects, both financially and through direct member involvement. We will carefully evaluate potential projects and promote member participation, focusing on the entrepreneurial skills of our members

- » We will identify and generate opportunities for international projects based on criteria that are consistent with our vision, mission, core values and core goal
- » We will focus on projects that enable both financial and personal involvement by members
- » We will increase awareness of our participation in international projects with our members and the community

Actions to Support this Strategy 2011 – 2013

- » Literacy Alive' - Rotarian Team Leaders with Education and Program Management
- » 'Literacy Alive' – 2nd year funding with other District Rotary Clubs
- » District Grants, TRF Global Grants
- » Rotary Friendships Exchange – one club member to travel on an exchange
- » YEX – build capacity to send and receive 2 students





ROTARY CLUB OF RED DEER Strategic Plan

Our Fundraising

We will regularly evaluate current fundraising projects to confirm they are still relevant and that the effort invested provides a reasonable return in money raised. We will constantly look for new ideas for fundraising projects and plan to introduce them in a timely fashion

- » We will have sound criteria to evaluate current fundraising projects and in considering new projects
- » We will annually showcase the success of our fundraising projects
- » Our fundraising projects will respect and reflect community expectations

Actions to Support this Strategy 2011 – 2013

- » Black Tie Bingo - Club presentation on committee's activities
- » The Spring Gala - further enhancement of this year's very successful event
- » Rebels 50/50 - a new 5 year agreement
 - a process with the AGLC on Statutory Declaration and funding withdrawal





ROTARY CLUB OF RED DEER Strategic Plan

The Rotary Foundation

We will continue to support the activities of The Rotary Foundation to advance world understanding, goodwill and peace through the improvement of health, the support of education and the alleviation of poverty. We will continue to grow our commitment to TRF financially and by member involvement

- » We will encourage club members to support TRF and seek matching funds for projects
- » We will increase our understanding of TRF's goals and purpose
- » We will make the Paul Harris Fellowship a meaningful way of supporting TRF

Actions to Support this Strategy 2011 – 2013

- » Annual information meeting in November
- » Special matching on Club Birthday
- » Annual presentation of Paul Harris Fellows in June
- » Establish procedures to award an annual Club awarded Paul Harris Fellow
- » Increase Club Member TRF contributions to \$100 EREY



