

LAKEHEAD ROTARY CLUB GOALS FOR 2017/18



ROTARY FOUNDATION ANNUAL FUND GOAL [for all Clubs]:

\$100 [U.S.] per member recommended by RF	\$3,300 for our Club
Club's Goal \$60 per member	\$1,980 U.S.
Actual [as at April 13/17]	\$1,596 U.S. 80%

QUESTION: What should we set as our goals per member for 2017/18?

COMMENTS: We should continue to increase our goal gradually each year as long as we are achieving the goal we set for ourselves. Better to achieve a realistic goal than setting one that is too ambitious and failing. Relatively few members donate at a level to achieve the goal though more are giving through 50/50 winnings and small donations at the door.

RECOMMEND: \$70 U.S. per member and do more promotion and "education" through the year on the Foundation – Annual Fund.

ROTARY FOUNDATION – POLIO PLUS CAMPAIGN:

\$2,000 [U.S.] per Club recommended by RF	
Club's Goal	\$1,600 U.S.
Actual [as at April 13/17]	\$1,279 U.S. 80%

QUESTION: What should we set as our Club goal for 2017/18?

COMMENTS: Gradually increase our goal and support the annual Rotary Anniversary event that helps us achieve our Polio Plus goal.

RECOMMEND: \$1,700 U.S. for the Club and do more promotion and "education" through the year on the Polio Plus Campaign.

CLUB SERVICE:

Membership:

Our Club has grown this year. We welcomed new members but will say farewell to others. We started with 32 active members and currently have 36 plus 1 honorary member.

QUESTION: What should we set as our membership goal for 17/18?

COMMENTS: We are making good progress but we are also losing almost as many members each year due to various reasons including work pressure, relocations, etc.

RECOMMEND: 2 new members [minimum]

Communications:

We communicate with our membership via weekly meetings, assemblies, direct email, weekly Club Chronicle newsletter, and Club website. We have set up Facebook and Twitter but few members actually use these options and we don't have a member dedicated to updating and posting Club news/events on Facebook.

QUESTION: Do we maintain or change our current communications strategy and how do we make better use of social media?

COMMENTS: Our Club website is an important element of our communications strategy so maintain and use it more effectively. Facebook is not well used in our Club at present but that could change. Facebook is also "crowded" with too much "stuff" and tends to be used by other clubs as a storage album for photos. We need to make facebook work for us to promote our events and keep members informed of upcoming Club activities, speakers, etc. We need a member who will "champion" the development and use of facebook. Not much interest at present in other media such as Twitter.

RECOMMEND: Create a facebook event page for Club activities, events, etc. and maintain our Club website as a primary portal for Club news and information.

Club Central & RI Website:

Rotary International expects Rotary Clubs and Rotarians to make maximum use of Club Central [on the RI website] and post all Club goals and results.

QUESTION: **How do we engage all members in the use of Club Central and other online resources provided by Rotary International?**

COMMENTS: Only a few members know about Club Central.

RECOMMEND: **We should employ more training sessions at a monthly business meeting(s) to show members what Club Central is all about and how to use it.**

Our Club President and Secretary take the lead in posting goals and updating our achievements through the Rotary Year.

Presidential Citation:

Our Club has not earned a Presidential Citation in some time due in part to the emphasis from RI on “financial” goals. The Citation requirements continue to be a challenge for our Club.

QUESTION: **How do we improve our chances of earning a Presidential Citation? Should we even be concerned with earning a PC?**

COMMENTS: The Club in years past used to earn a PC almost every year. The focus from RI changed with too much emphasis on financial [donation] goals and our Club has not been able to reach these levels. We should not set unrealistic goals to win an Award. We should know what the PC goals are at the start of the year and do our best to achieve as many as possible, especially if they coincide with our own goals.

RECOMMEND: **Do not be too concerned with the PC program and just go about achieving the goals that are important to the Club and that are achievable.**

District Conference:

Our participation in the District Conference has been negligible in the past 10 years. In 2018, the Conference will be in Thunder Bay [Valhalla Inn] hosted by our 4 area Rotary Clubs.

QUESTION: **How do we get more of our members to participate in the District Conference in 2018 in Thunder Bay...when we should have 100% participation by our members?**

COMMENTS: We must encourage our members to participate in the Conference here at home and make sure every member knows the dates and programming as early and as often as possible. We should work with the Canada Club group of 4 area Clubs to come up with marketing strategies to engage more of our area Rotarians

RECOMMEND: **Promote the Thunder Bay Conference as early and as often as possible. Work with the Canada Club group to come up with marketing strategies and incentives.**

Rotary Convention:

The 2018 Rotary Convention will be in Toronto.

QUESTION: **How do we encourage our members to take advantage of this opportunity to participate?**

COMMENTS: We should work with the Canada Club group of 4 area Clubs to come up with marketing strategies to engage more of our area Rotarians. Perhaps there is a travel agent within the Clubs who could help organize group travel from Thunder Bay to Toronto.

RECOMMEND: **Promote the Toronto Convention as early and as often as possible. Work with the Canada Club group to come up with a group travel plan.**

Fellowship:

Our members engage in at least one fellowship/social event per year that is not connected to a current service project and in addition to a Christmas Party shared with the members of the other local Clubs?

QUESTION: Do we maintain or add a new fellowship event? Ideas?

COMMENTS: We have held fellowship events in the past such as Strawberry teas, bowling, billiards, curling, attending baseball or hockey games in town, etc. Perhaps it's time to pick one such event. Do we have a leader for this in our Club?

RECOMMEND: Invite discussion with members at a future meeting to pick one fellowship event for our members in addition to our Christmas Social with the other Clubs.

Weekly Meetings & Programs:

Presentations by invited guests and member classifications take up 3 meetings per month with 1 meeting for Club business and progress reports.

QUESTIONS: What more can we do with our weekly meetings to inform and engage our members in our Club, our District, and Rotary's Avenues of Service?

COMMENTS: Wayne will re-introduce "Rotary Minutes" at meetings in his year but he will pick a member at random each meeting to tell us how/why that member became a Rotarian and what they get out of being a Rotarian. Programming is good and varied.

RECOMMEND: Canvass members periodically for programming ideas/leads.

Should we hold at least two "off-site" meetings around town each year? Ideas?

COMMENTS: Off-sites can be fun and informative but we need ideas from our members.

RECOMMEND: Periodically invite members to suggest offsite opportunities.

COMMUNITY SERVICE:

Lakehead Rotarians currently serve our community in the following ways:

Co-ordinate Terry Fox Run	Participate in Shelter House Food Drive
Donate/Prepare a Meal at Shelter House	Participate in RFDA Food Drive
Participate in Salvation Army Kettle Campaign	Workday at Wilderness Discovery
Participate [through a seat on the Board] in the Thunder Bay Police Youth Corps	[subject to continuation of WD]

Provide \$12,000 - \$15,000 in total donations to local organizations with proceeds from
Shrimpfest [May] December Dreams [December] Spirit of Thunder Bay [February]

Participate with other local Clubs in:

Rotary Christmas Parade

Peace Day celebrations [September]

Rotary Anniversary event [February] with proceeds to Polio Plus

**QUESTIONS: Do we continue to serve in these ways?
Do we add anything new to our "menu" of community service?
Do we remove anything from this list?**

What should be our role with the new organization set up to operate the Wilderness Discovery project at Shebandowan?

COMMENTS: We do a fair amount as a small Club and we are not just about fundraising. We also serve with our hands. Our 3 main fundraising events are well spaced through the year though every few years we take our turn to organize the Rotary Anniversary

event and Christmas Social. We see the same members organizing our 3 events and we should work at engaging more of our members in the planning and running of these events. Our events are aging well though we may want to re-evaluate the future of each when we talk about our Club's vision [long-range plan]. Fundraising events sometimes run out of steam, so we should look at ways to renew each or consider something new to replace them over time.

The new Wilderness Discovery program is coming together and we do not yet know what our role could be. Wayne is a member of the Board of the new organization to operate Wilderness Discovery and will keep us in mind as the new WD comes together. The proposed re-opening of the WD is during our District Conference in late April 2018.

RECOMMEND: **No new fundraising events but we should evaluate the future of our existing event in turn [after each event in 2017/18] and as part of our Club's 5-year Vision.**

Explore possibility of creating an event for "Giving Tuesday" in 2017 [Tuesday, November 28/17] and form a small Committee to work on it.

INTERNATIONAL SERVICE:

Lakehead Rotary currently supports the Shelter Box Program through the donation of [at least] one shelter box per year...subject to funds being available.

Lakehead Rotary is also engaged in a proposed development at the Lifesong School in Kitwe, Zambia using funds raised at our first 3 Spirit events and held in reserve. This project may involve the application for matching funding from our District and/or the Rotary Foundation.

Last year we joined with our area Clubs and others from our District to support a school-building project in Bolivia.

The Board is looking at creating a new Policy to enable the Club to respond to requests coming from various sources for investment in international projects.

QUESTION: **Do we continue to serve in these ways? Are there other international service options that our Club and Members could explore?**

COMMENTS: We have supported the Shelter Box program since we learned about the program from its founder.

We have endeavoured to complete a project with the Lifesong School in Kitwe, Zambia, and the Kitwe Rotary Club as an active or silent partner. We would prefer to have the Kitwe Rotary Club pursue funding from the Rotary Foundation with Lakehead Rotary being a funding partner...not the sole funder. We have been working toward this goal off and on for 5 years now. A renewed initiative is underway and the Club's Int'l Service Committee hopes to see a resolution by April 2018. The project involves installation of solar-generated power supply for student residences at Lifesong School and possibly a neighbouring school.

RECOMMEND: **Work to resolve this [first] international project of Lakehead Rotary with decisions and plans in place by April 2018. If the project is not resolved by that time, the Club will turn its attention to other options.**

YOUTH SERVICE:

Our Club is currently only engaged in the Camp RYLA [District 5580] program through sponsorship of one or two students [July]. We are sponsoring two students for this year's Camp RYLA.

COMMENTS: RYLA is an excellent program and students sponsored by our Club have benefitted greatly from this experience.

RECOMMEND: Sponsor 2 students for 2018 RYLA, subject to funds being available.

QUESTION: Do we end the moratorium and engage in the Youth Exchange Program? If so, who will lead this program in our Club? Who will be host parents?

COMMENTS: Our Club continues to observe a moratorium on the Youth Exchange Program

Our Club is not an active partner with the local Rotaract and Interact Clubs. The Interact Club is currently inactive and the Rotaract Club has restarted this year.

RECOMMEND: Continue the moratorium on Youth Exchange.
Explore options to assist the Rotaract Club and begin by inviting the new Rotaract President to one of our meetings to learn about their plans.

VOCATIONAL SERVICE:

Our Club is currently not involved in Vocational Service.

QUESTION: Is there a vocational service project/program we can/should undertake?

COMMENTS: Most of us don't know what is involved with Vocational Service.

Here are some examples of Vocational Service opportunities for a Club:

Host a classification talk at a regular meeting. These presentations give members the chance to learn the inner workings of jobs other than their own and can plant the seeds for professional networking opportunities.

Organize tours of members' workplaces.

Join or form a Rotary Fellowship related to a member's vocation. Rotary Fellowships are international associations of Rotarians, Rotarians' spouses, and Rotaractors who share a recreational or vocational interest. Learn more at: www.rotary.org/fellowships

Volunteer for a service project that uses your vocational skills.

RECOMMEND: First, find a Member willing to take on the role of Vocational Service chairperson. Investigate options and entertain one that fits our Club.

Promote Rotary Fellowships during the year.