

LAKEHEAD ROTARY CLUB GOALS FOR 2016/17



ROTARY FOUNDATION ANNUAL FUND GOAL [for all Clubs]:

\$100 [U.S.] per member recommended by RF	\$3,300 for our Club
Club's Goal \$55 per member	\$1,815 U.S.
Actual [as at May 31/16] \$55 per member	\$1,827 U.S.

QUESTION: What should we set as our goal per member for 2016/17?

RECOMMEND: \$60 U.S. per member

ROTARY FOUNDATION – POLIO PLUS CAMPAIGN:

\$2,000 [U.S.] per Club recommended by RF	
Club's Goal	\$1,500 U.S.
Actual [as at May 31/16]	\$1,835 U.S.

QUESTION: What should we set as our Club goal for 2016/17?

RECOMMEND: \$1,600 U.S. for the Club

CLUB SERVICE:

Membership:

Our Club has not grown this year though we welcomed new members and said farewell to others. We started with 32 and currently have 32 though we may yet welcome 1 or 2 new members in June. Rotary International asks all Clubs to grow by at least one [net] new member. Note that our original goal for 15/16 was to grow by at least two [net] new members to 35.

QUESTION: What should we set as our membership goal for 16/17?

RECOMMEND: 2 new members

Rotary Centennial Year:

Our 2016/17 Rotary Year is also the Centennial Year for Rotary in Thunder Bay. Fort William-Port Arthur Rotary was chartered in 1916. A Centennial Committee [with members from the 4 area Clubs] is working on ways to celebrate and be recognized in our community for this milestone.

QUESTIONS: What can our Club do to enhance this celebration and bring attention to Rotary in Thunder Bay and our Club and its 33 years of service?
How do we engage all of our members [current and past] in celebrations including a Rotary Anniversary Gala event on February 17/17?

RECOMMEND: Explore options for a physical marker in the community, i.e. plaque or Installation somewhere in town...in conjunction with the other Clubs.
Publish monthly articles in the Chronicle-Journal, i.e. "Your Stories".
Explore options for clothing marked with Rotary Centennial logo such as the RI Centennial vests in 2005.

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?

RECOMMEND: Create a facebook event page for Club activities, events, etc.
Look at ways to make our Club website "mobile-friendly" for devices.

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?

RECOMMEND: Only a few members know about Club Central, we should begin with a training session at a monthly business meeting to show members what Club Central is all about and how to use it.

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.

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

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.
Still good to know what the PC goals are and do what we can.

District Conference:

Our participation in the District Conference has been negligible in the past 10 years.

QUESTION: How do we get more of our members to participate in the next two District Conferences leading up to the DC in 2018 in Thunder Bay...when we should have 100% participation by our members?

RECOMMEND: At least 2 members of our Club must attend the 2017 Conference with similar representation from the other area Clubs to help promote the 2018 DC.
Consider car-pooling or a bus to transport more members to the DC.

Our Club and a few of its Members were instrumental in winning the bid to host the 2018 DC in Thunder Bay [at the Valhalla Inn]. All 4 area Clubs signed the proposal to host this DC. What should our role be going forward to plan and host this DC?

Form a Conference Organizing Group made up of hand-picked members from the 4 area Clubs.

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?

RECOMMEND: Try to include post-event fellowship such as right after the Terry Fox Run, Shelter Dinner, December Dreams load-out, etc.
Encourage members to offer ideas such as billiards, bowling, curling, golf, wine tasting, etc.

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 and Rotary’s Avenues of Service?

RECOMMEND: Canvass members periodically for programming ideas/leads.
Try to avoid speakers looking specifically for donations.

Should/could we use some of our meetings to conduct “training” such as how to sign on to use Club Central and other RI online resources and be aware of RI programs such as “Rotary Action Groups”?

RECOMMEND: Use the monthly business meetings for training.
Reinstate the “Rotary Minute” to have members talk about some aspect of Rotary at every weekly meeting. Canvass members for topics.

**Should we hold at least two “offsite” meetings around town each year?
Ideas?**

YES [look into an offsite at Bombardier]

Should we change our meeting time to 12 noon to be more appealing to potential new members? How many of our current members would support this?

NO...our current members prefer the morning meeting.

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	Assist HAGI with 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 21st]
- Rotary Anniversary event [February] with proceeds to Polio Plus
- Rotary Centennial Year

QUESTIONS: **Do we continue to serve in these ways?**

YES

Do we add anything new to our “menu” of community service?

NO

Do we remove anything from this list?

NO

Do we amend our Donations Policy?

Do we consider funding programs/projects in Northwestern Ontario including requests from First Nations Communities?

RECOMMEND: **A topic for the Board to consider in consultation with other area Rotary Clubs and potential partners.**

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 presenting “The Spirit of Thunder Bay” in part to raise funds for an international project – proposed development at the Lifesong School in Kitwe, Zambia

We have been invited recently to consider supporting a project in Bolivia as well as the MEMO program

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

RECOMMEND: Continue to work on and complete the Kitwe project.

We have a Donations Policy covering our local funding priorities. Should we develop a similar Policy to cover international projects considering the funds we are now able to use from the annual Spirit event?
Something for the Board to explore.

YOUTH SERVICE:

Our Club is currently only engaged in the Camp RYLA [District 5580] program through sponsorship of one or two students [July]

RECOMMEND: Sponsor 2 students for 2017 RYLA, subject to funds being available.

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 we are not sure about the Rotaract Club.

QUESTIONS: 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?

RECOMMEND: Continue the moratorium on Youth Exchange.

Investigate status of Rotaract Club.

Discuss future of Interact in our community with other area Clubs.

Do we take a more active role with Rotaract and/or Interact?

To be determined in discussions with other area Clubs.

VOCATIONAL SERVICE:

Our Club is currently not involved in Vocational Service.

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