

Strategic planning – Our Centennial

Pivoting to Community
pandemic needs

The Results –
Exceeding our goals



HUNKERING DOWN

- Many of clubs in the district are not engaged because of the pandemic
- Community needs are higher – mental health, food security, businesses struggling
- Service organizations like Rotary are needed now more than ever



*"Last Friday, he declared it was time to hunker down,
and he hasn't budged since."*

PANDEMIC PIVOT

1. Food Security support –
550 families
2. Mask Production
3. Member Care
4. Mass Vaccinations





CENTENNIAL GOALS

Vision

“Rotary in Kingston, with the support and engagement of our community partners, will have an outstanding Centennial year and this will help our community and clubs thrive in a sustainable way.”

Goals

- Enhance collaboration among the six Kingston clubs
- Raise lots of \$
- Expand the profile of Rotary in Kingston
- Increase membership in all our clubs

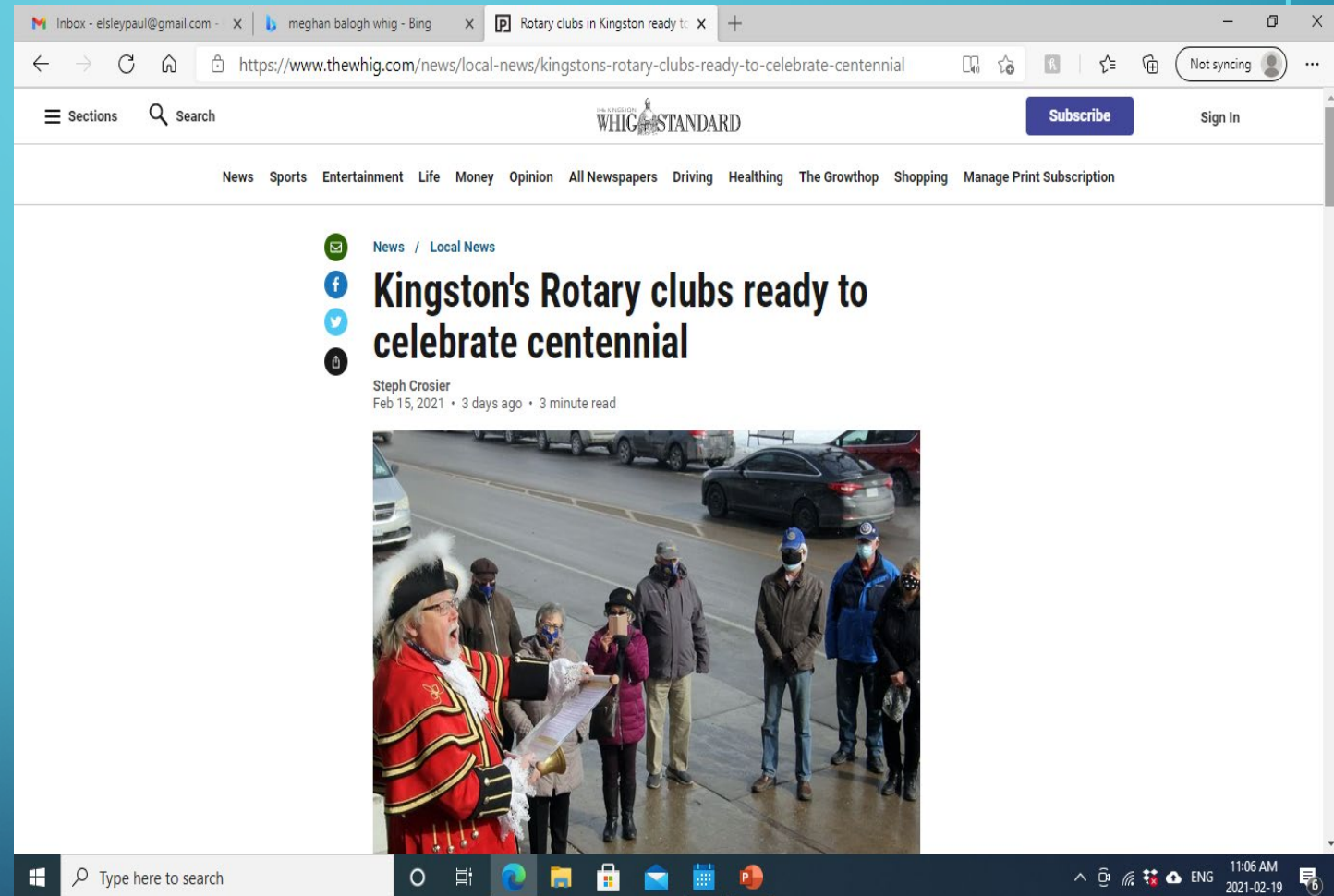


GOAL - COLLABORATION

- President's Council
- Establish joint committees
- Centennial – 100 years of Rotary
- Improved communication and support
- Bonus – strengthened existing community partnerships and creation of new ones

GOAL – EXPAND PROFILE

- ✓ Embrace marketing of our clubs, events and projects
- ✓ Develop our presence on social media with our tools and those of our community partners
- ✓ Enhanced media presence increasing awareness of Rotary in Kingston



GOAL – INCREASE FUNDRAISING



- Embrace ambitious goals
- Develop an appropriate strategy for raising funds during the pandemic
- Seek out new areas for financial support
- Increase efforts w/existing fundraisers
- Create new fundraising events/activities

GOAL – INCREASE MEMBERSHIP

- Reverse trend of shrinking numbers
- Develop a successful membership strategy
- Improve the process of induction to better retain great Rotarians
- Engage our community partners in our efforts



QUESTIONS

