

Rotary
Club of Ottawa South



Review of Strategic Planning

2019 - 2020

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Timeline

1. September – October 2019

- Preliminary discussions with Board and at in regular meetings
- Members interviewed by the Membership Chair
- First Assembly held on October 28 for Strategic Planning (stage 1)

2. November – December

- Input from October Assembly compiled and reviewed by members

3. January 15, 2020

- Second Assembly held to choose plans and activities from those generated in October, and flesh them out with goals, resources, people needed, timeline, budget, etc.

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September – October 2019 Interviews

- Undertaken by the Membership Chair in order to learn members' thoughts and ideas regarding:
 - *membership growth, engagement and retention*
 - *fundraising*
 - *Service activities*

(A PDF of his summary of the interviews sent to all current members.)

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October 28 Assembly

At the October Assembly, we:

1. Reviewed

- Some pertinent facts current at the time
- The membership's input from the interviews

2. Undertook Stage 1 of the Strategic Planning

- Rotated through 4 topics
- Worked in groups

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October Assembly

*Here are some of the facts
reviewed at the October 2019
Assembly*

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October Assembly
RCOS Financial Contributions
2018 & 2019 to date

\$85,926

(About \$50 – \$60,000 a year)

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October Assembly Number of organizations and causes

2018 & 2019 to date:

18

Rotary Home the Mission
Vimy Oaks Wounded Warriors
Dominica
School supplies backpacks
Camp Misquah
Dictionaries 4 Life
PYCA
Student Bursaries
Rotary Foundation
Richmond Food Bank
X-mas gift cards
Hope Foundation
Wabano
Cancer Foundation
PolioPlus

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October Assembly

SOURCES OF FUNDS

Golf Tournament 85%

Roses 10%

Other 5%

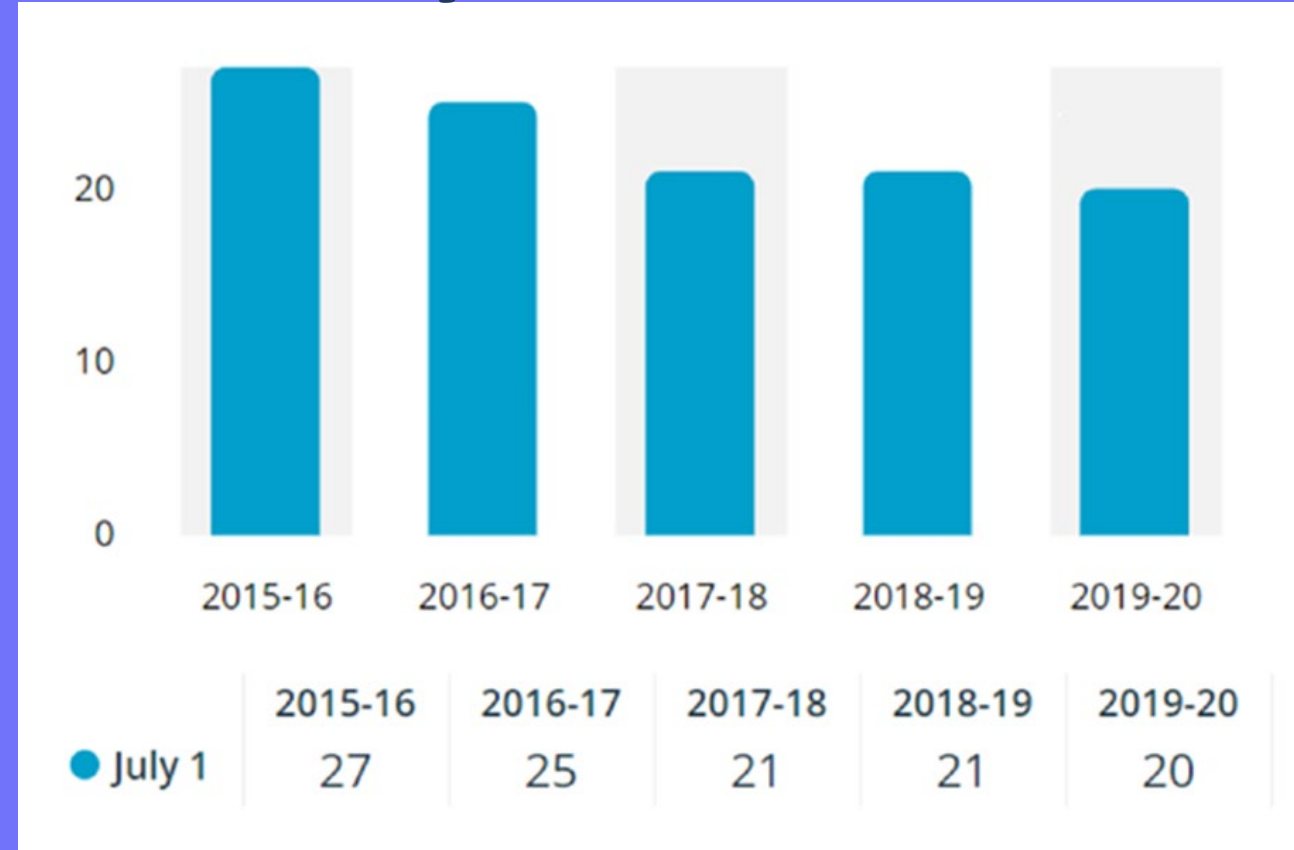
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October Assembly

RCOS Membership Trends



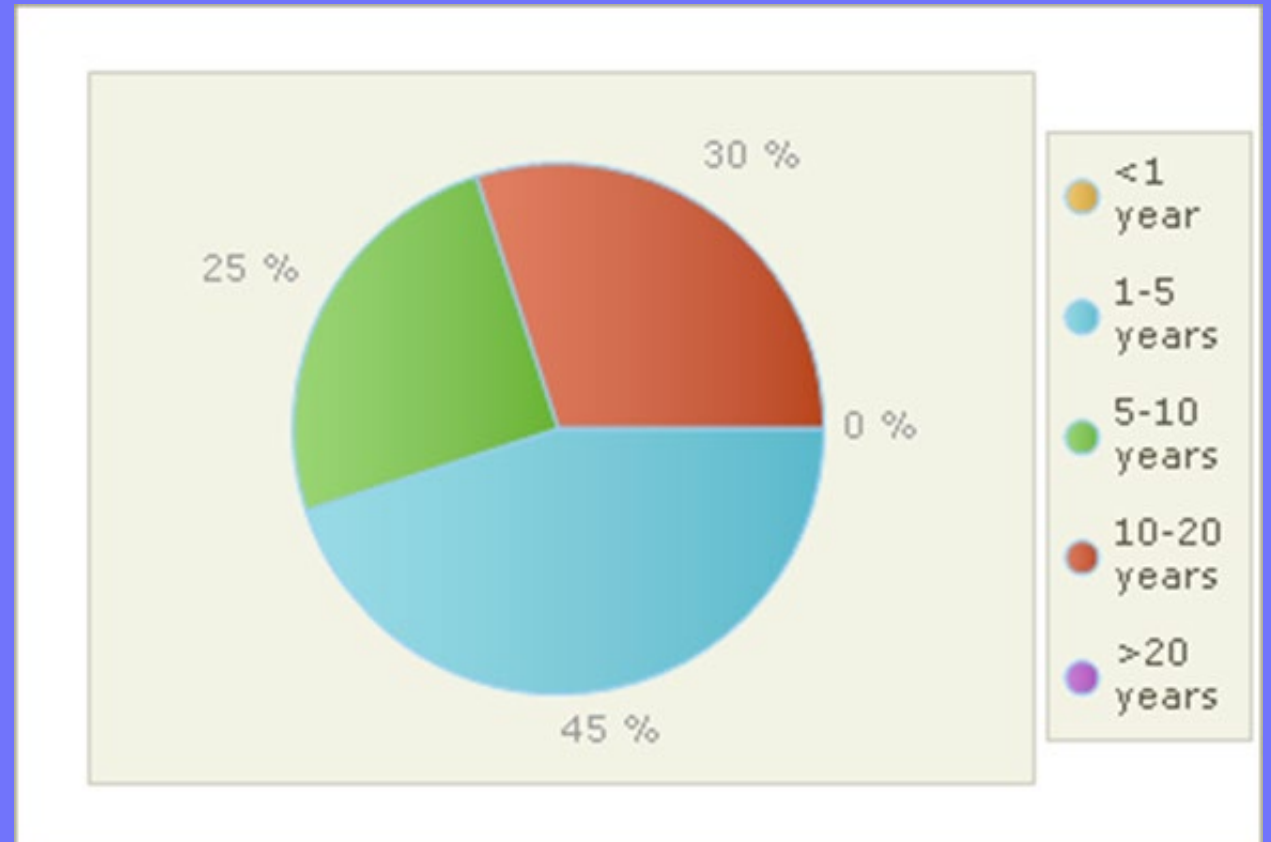
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October Assembly

RCOS
Years of
Service



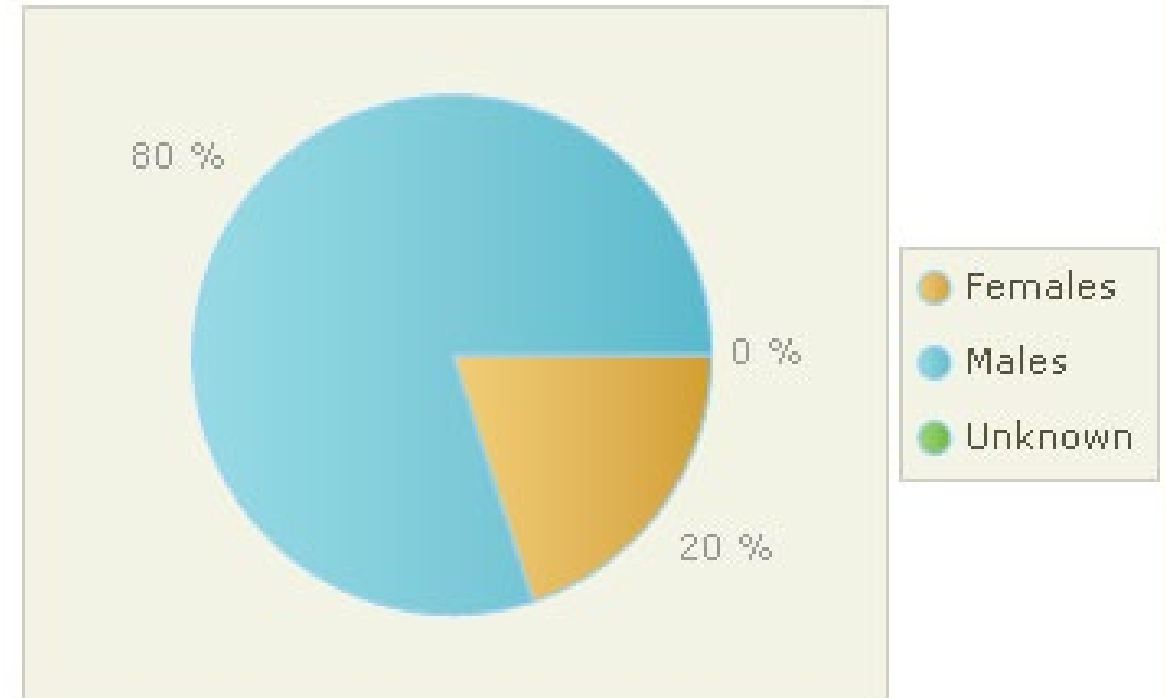
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October Assembly

RCOS Gender Distribution



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What the October 2019 Assembly Considered

- Recruitment and New Members
- Membership engagement and retention
- Fundraising
- Service

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There were two main purposes for the October work:

- 1. To think together about what we can do through Rotary;*
- 2. To generate specific ideas and strategies that can be fleshed out into practical plans in subsequent meetings and at our January Assembly.*

(An info package was provided as a catalyst for discussions and to record ideas and strategies. Members rotated through four stations, each with a chair and a note taker.)

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Summary of the work

Ideas, strategies and proposed activities were compiled into summaries in each of the four areas, and these were sent to members

The summaries will be sent to all current members.

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What's Next? Some thoughts...

- The assemblies brought forward many good ideas and strategies that could be activated, and there may be more ideas that can be added based on changes that have occurred over the past year
- What we need now is traction to get things happening.

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Some thoughts cont'd...

What is most needed now is action

- Decisions made at club meetings?
- Current service committees choose from relevant ideas/activities and act on them with the help of all club members?
- New action committees formed to put together specific plans and engage club members in executing them?



Some thoughts cont'd...

Choose what we can and will do, based on:

- What is important to the club
- What is reasonable to undertake (not all we do needs to be momentous)
- Availability of individual(s) willing to take the lead on the chosen strategy/activity

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RCOS Strategic Planning...

OVER TO YOU...