

# 2023-24 ROTARY YEAR KICK-OFF

May 29, 2023

# AGENDA

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- Who are we as a Club?
- Theme for 2023-24: Create Hope in the World
- Rotary Vision
- 2023-24 Board of Directors - Port Hope Rotary Club
- Rotary Club of Port Hope 2023-24 Achievement Goals

**WE ARE ROTARY**



# THIS YEAR WE WILL:



**CREATE HOPE**  
in the **WORLD**



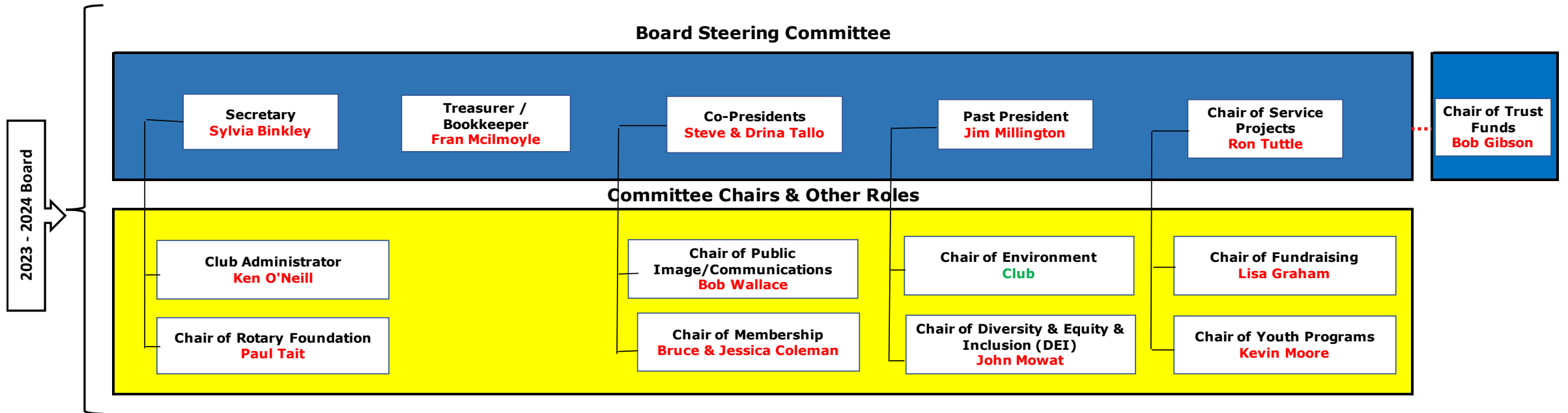


**TOGETHER, WE SEE A WORLD  
WHERE PEOPLE UNITE AND TAKE ACTION  
TO CREATE LASTING  
CHANGE ACROSS THE GLOBE,  
IN OUR COMMUNITIES, AND IN OURSELVES.**

# 2023-24 BOARD – ROTARY CLUB OF PORT HOPE



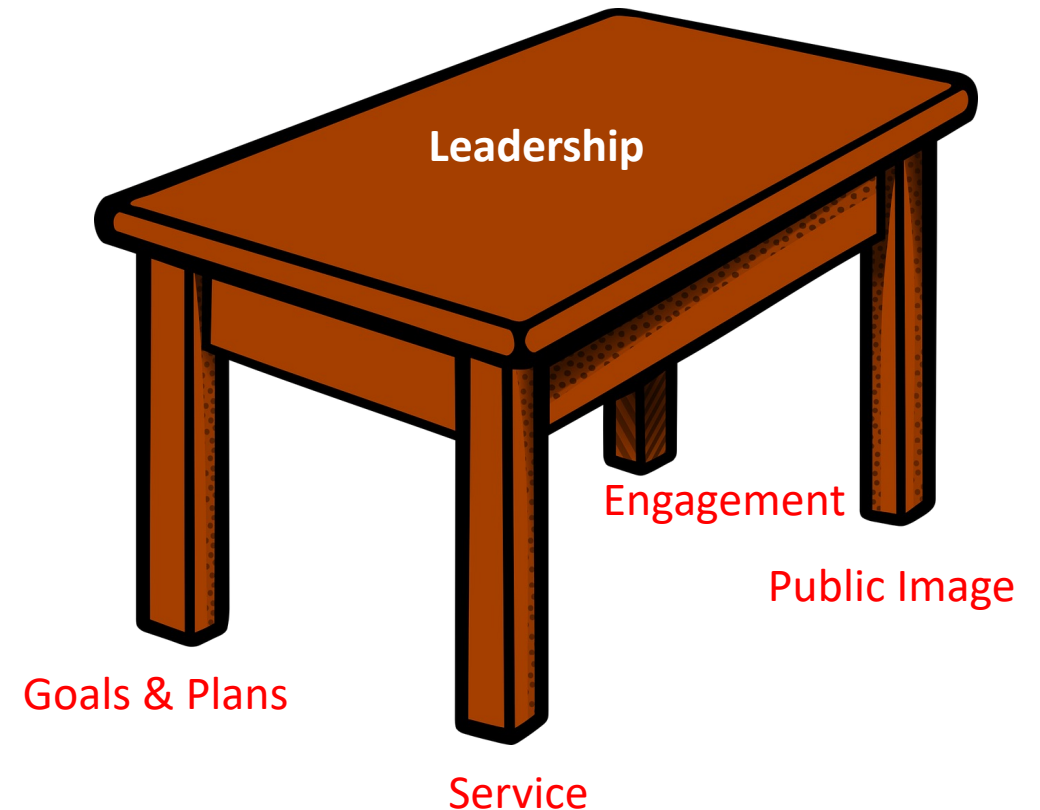
## Port Hope Rotary Club Board Structure 2023 - 2024





# ATTRIBUTES OF SUCCESSFUL CLUBS

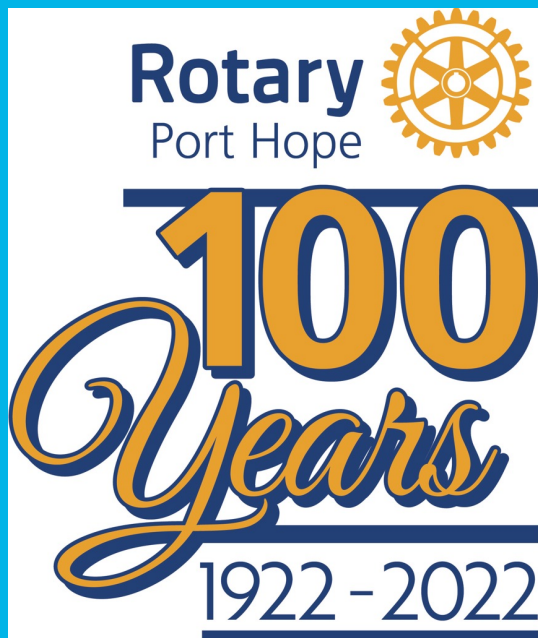
- Strong Leadership
- Many Events & Service Projects
- Active, Intentional Member Engagement
- Visible in the Community
- Clear Goals & Growth plan





# ACHIEVEMENT GOALS FOR 2023-23

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As a club, we will:

- ✓ Build the Rotary Brand
- ✓ Revitalize the club experience
- ✓ Increase community visibility & engagement through:
  - ✓ service projects
  - ✓ fundraising
- ✓ Implement membership action plan

# ACHIEVEMENT GOALS FOR 2023-24

## BUILD & FOSTER THE ROTARY BRAND

- Ongoing review of Rotary basics to build Club member readiness and confidence to explain Rotary and market our Club to potential new members

### How?

- Once a month have a rotary education moment, which could include:
  - Videos
  - Review an article from the Rotary magazine
  - Present materials from a training activity, district or other event

# ACHIEVEMENT GOALS FOR 2023-24

## REVITALIZE THE CLUB EXPERIENCE

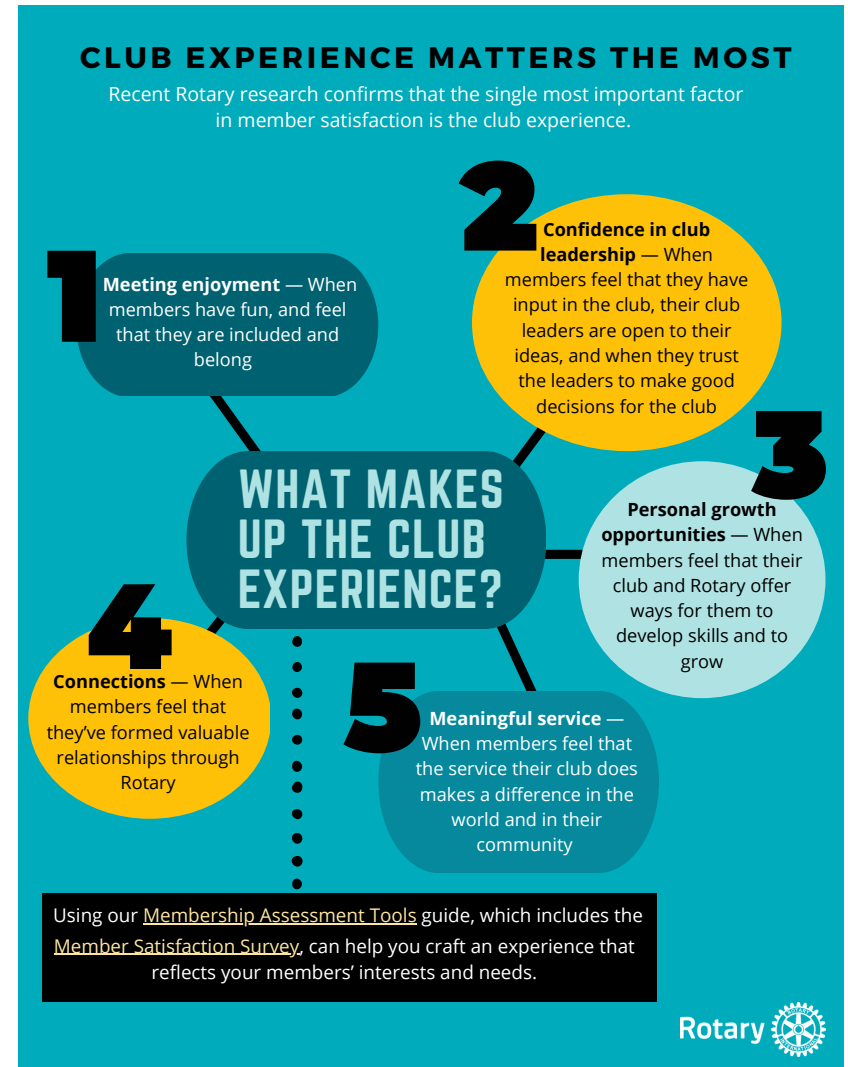
### How?

- Upcoming Rotary Year Kick-Off Meeting on May 29<sup>th</sup>
- Committees will be established by July 1<sup>st</sup>
- Live the Rotary Way. Review it together in early July
- Meetings: Have a member share their “Rotary moment”
- Director of Club Administration & Pods will plan and create engaging and exciting club meetings/assemblies
- Vary the venue for assemblies
- Every member is a greeter

# MEMBER SATISFACTION IS ALL ABOUT THE CLUB EXPERIENCE FACTORS:

## FACTORS FOR A POSITIVE EXPERIENCE

- Meeting enjoyment
- Confidence in club leadership
- Personal growth opportunities
- Connections
- Meaningful service





# ACHIEVEMENT GOALS FOR 2023-24

## REVITALIZE THE CLUB EXPERIENCE (cont'd) - LET'S HAVE EVEN MORE FUN!

- Presidents' Night BBQ (Sunday, June 25<sup>th</sup> at 2:00pm)
- Participating once again on Canada Day: Parade and food booth partnership with Knights of Columbus
- Golf Tournament (July 31st)
- Meeting at Centennial Park (August 14<sup>th</sup>)
- Tuttle BBQ & Corn Roast (August 28<sup>th</sup>)
- Host 2023 Rural/Urban Dinner (Oct)
- 2023-24 District 7070 Conference (Oct)

# ACHIEVEMENT GOALS FOR 2023-24

## REVITALIZE THE CLUB EXPERIENCE (cont'd) - LET'S HAVE EVEN MORE FUN!

- Curling Event with Northumberland Sunrise & Cobourg Clubs (Dec)
- Christmas pancake breakfast for families (tbd)
- Christmas Social & Dinner (Dec)
- Host Annual Friends of Rotary event (Feb?)
- Partner with Municipality on Family Easter Egg Hunt (Apr?)
- Participate in 2024 District Assembly (May)
- YOUR IDEAS ARE MOST WELCOME!

# ACHIEVEMENT GOALS FOR 2023-24

## INCREASE COMMUNITY VISIBILITY & ENGAGEMENT – SERVICE PROJECTS

- To achieve positive change in Port Hope we will advocate projects that are valued by the residents and encourage them to engage with our Club. Action through our community.

### How?

- Implement a big project that has **wide community appeal** and need (e.g. walk-in clinic)
- Implement smaller projects that appeal to a **broad base**
- Blend of **project timeframes**. Some longer-term and quick win projects
- Set a **realistic number** of service projects to implement
- Ensure all projects **well advertised** (social media, other)

# ACHIEVEMENT GOALS FOR 2023-24

## INCREASE COMMUNITY VISIBILITY & ENGAGEMENT – FUNDRAISING

- Fundraising projects to have **broad appeal** and **accessible** to many residents (e.g. Port Hope Fall Fair, Surf & Turf, Canada Day Food Booth)

### How?

- **Balance** fundraising with service & visibility (i.e. Some projects to have a revenue generating focus, others more about service & club visibility in the community)
- Implement a major **new fundraiser** in February 2024 (bridge event gap between Dec & June)
- Consider a Rotary **Foundation** fundraiser
- Ensure all fundraisers **well-advertised** (social media, other)



# ACHIEVEMENT GOALS FOR 2023-24

## IMPLEMENT CLEARLY DEFINED ACTION PLAN TO GROW MEMBERSHIP

- Provide members with **tools & resources** to be effective club ambassadors

### How?

- **Transparency** and clear expectations (e.g., membership costs, attendance, etc)
- **Invest** in ourselves (e.g. working session to practice “elevator speech”, have rotary business cards with goal to distribute during year)
- Create **inclusive** membership types (e.g. ensure our club also represents working and family lifestyles): family, corporate, engage with Interactors & parents
- Create **vibrant** Friends of Rotary and Spouses partnerships. Annual event to engage and thank
- Thoughtful **invitations** to potential members who will engage and stay. Ask!

# ROTARY IN OUR COMMUNITY

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Where does the money go in our  
community?

OVER **\$200,000** SINCE 2012!

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Jack Burger Sports Complex Renovations	<b>\$100,000</b>
Scholarships & Awards for Local Students	<b>\$25,000</b>
Port Hope High School Outdoor Volleyball Courts	<b>\$10,000</b>
Port Hope High School Music Program	<b>\$5,000</b>
Northumberland Hills Hospital Vital Signs Monitor	<b>\$5,000</b>
Fall Fair Board for New Gates	<b>\$10,000</b>
Port Hope Public Library Summer Tutoring	<b>\$4,000</b>
SONG Program Music Education for Elementary Students	<b>\$3,500</b>
Northumberland Hospice Building Fund (Over 3 years)	<b>\$50,000</b>

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# CURRENT FUNDRAISER

**ORDER  
Deadline is  
this  
THURSDAY**

Let's ALL do our part:

- Register online before June 1 deadline
- Like and Share on social media
- Invite friends, family, colleagues, other Rotarians



## SURF & TURF 2023



ROTARY CLUB OF PORT HOPE ANNUAL EVENT  
YOUR PURCHASE SUPPORTS OUR COMMUNITY

Your meal includes Lobster,  
Steak, Potato Salad, Coleslaw,  
Garlic Loaf & Dessert

**\$80**

\$65 LOBSTER ONLY  
\$55 STEAK ONLY

**ORDER AT: PORTHOPEROTARY.COM**

QUESTIONS CONTACT: SUSAN 905-372-8375 OR  
RAFUSESUSAN@YAHOO.CA

SATURDAY  
**JUNE 10**  
2023  
3:00 - 6:00PM

**NEW** Pick Up Location  
St. Mark's Parish Hall,  
51 King St. Port Hope  
3 - 6PM June 10  
**porthoperotary.com**  
Order deadline June 1

# NEXT STEPS:

## PREPARE FOR THE START OF THE NEW ROTARY YEAR

- Committees to be formed. Monday, June 5<sup>th</sup> we will have a club assembly and members can sign-up for committees
- Chairs and their committees to set goals for the upcoming year
- Chairs along with the Board to set the budget
- Finalize goals and budgets by the end of the June



# DIRECTORS & COMMITTEE CHAIRS

Committee Overviews & Volunteer  
Recruitment

- **Membership** – Bruce & Jessica Coleman
- **Fundraising** – Lisa Graham
- **Public Image** – Bob Wallace
- **Youth Programs** – Kevin Moore
- **Service Projects** – Ron Tuttle
- **Others**



If Rotary is to realize its proper destiny it must be EVOLUTIONARY at all times and REVOLUTIONARY on occasion.

*Paul Harris*

This is a changing world; we must be prepared to change with it. The story of Rotary will have to be written again and again.

*Paul Harris*

The people who are crazy enough to think they can change the world are the ones who do.

*Steve Jobs*

To make the world better, we must be good to those who can't repay us.

*Pope Francis, Honourary Member of Rotary Club of Buenos Aires*



**DISCUSSION**