



FREDERICTON NORTH ROTARY
STRATEGIC PLAN
2016 - 2021

**STRATEGIC PLAN
FREDERICTON NORTH ROTARY
2016 - 2021**

VISION: As a member of Rotary International, to be a dynamic service club, with an engaged membership, promoting service above self through projects at the Local, Regional and International level.

VALUES: Service to others, fellowship, diversity, leadership, integrity

PILLARS (Areas of focus within five Avenues of Service of Rotary International):

- I. Community and Vocational Service - Local, Regional, and International projects
- II. Club Service (Members and Youth)
- III. Club Service and Sustainability through youth (Broaden future of Rotary Community)

PILLAR I - COMMUNITY AND VOCATIONAL SERVICE - LOCAL, REGIONAL, AND INTERNATIONAL PROJECTS

GOALS

1. To increase community service.

OBJECTIVE

- 1.1. To provide pertinent, timely support to community projects in all sectors - local / regional / international by demonstrating service to others above Self and engaging all aspects of the community.

MEASURES

- Number of profile community projects supported
- Number of diverse community projects supported
- Number of social media platforms actively used
- Percentage of members involved in community projects
- Number of new members involved in project development and execution
- Number of funding initiatives supporting projects
- Number of new funding initiatives

ACTIVITIES

1. Establish a small committee of Rotary members with diverse background to,
 - a) determine a target group for attention by Rotary during the next five years
 - b) bring a major project suggestion to the Executive, which is directed to this specific

- identified target group and which would serve as focus for fund raising over the next five years
- c) develop criteria for evaluation of minor project requests

PILLAR I - GOALS (continued)

2. To utilize group round table discussions and fireside chats to review and discuss projects that have been identified and make recommendations.
 3. To identify a fund raising champion(s) for any project.
 4. Utilize Rotaract, through meeting with them and through their agenda to help discuss potential project suggestions.
 5. Develop more involvement in social media by finding a member(s) to oversee Twitter, Instagram, Facebook and assist through these media to identify project potentials.
2. To increase members involvement and enjoyment in community service projects.

OBJECTIVE

- 2.1 To provide fellowship opportunities and opportunities to learn which provide a sense of satisfaction in community and service opportunities.

MEASURES

- Number of new members involved in projects
- Number of new community contacts established
- Number of speakers who spark member discussion on community service
- Number of new members obtained as a result of a community project

ACTIVITIES

1. To review members profiles to determine areas of potential interest and expertise.
2. To attempt to match expertise with projects.
3. Approach members directly (one on one) to participate in projects.
4. Have speakers on thought provoking topics of current interest and initiate discussion.

3. To increase funding opportunities

OBJECTIVE

- 3.1 To give more back to the larger community by supporting different organizations within the community.

MEASURES

- Percentage of revenue from new funding sources
- Number of new funding sources identified and resulting in dedicated dollars
- Number of repeat funding sources
- Number of funding sources secured on a long term basis

ACTIVITIES

1. To fund at least 5 minor projects at the local level.

2. To fund at least 2 international projects.
3. To fund at least one major community local or regional project.

PILLAR II - CLUB SERVICE (Members and Youth)

GOALS

4. To maintain members while increasing the diversity of membership

OBJECTIVE

- 4.1. To expand our knowledge and understanding of other cultures and different age groups as well as their needs and interests.

MEASURES

- Number of new members in the 20 to 40 age group
- Number of new members in the 40 to 50 age group
- Number of new members of diverse cultural background
- Percentage of change in distribution of membership by gender of members
- Percentage of membership change by cultural origin

ACTIVITIES

1. Establish a target each year based on the work experience / age / ethnicity needed to diversify our membership profile.
 2. Invite those of diverse background to attend our meetings through personal invitation.
 3. To solicit presentations to membership by diverse groups to expand the knowledge base.
 4. To have sponsor introduce guests when they attend meetings by providing info on their background.
 5. Establish a membership chair.
 6. Look at potential of quarterly on boarding of new members to encourage new member support groups.
 7. Explore the concept of a young professionals rotary network.
5. To increase membership participation in Rotary initiatives

OBJECTIVE

- 5.1 To engage new members, enhance change and hence new ideas.

MEASURES

- Percentage of members participating in social events
- Percentage of members involved in Rotary projects
- Percentage of different members involved in events
- Number of members present at regular meetings

ACTIVITIES

1. Every few months replace regular meeting with a social event.

2. Hold meetings at new locations at least every other month , utilizing work areas or areas of interest to members.
3. To pair a member and a new member as greeter at each meeting.

PILLAR II - GOALS (continued)

4. At Rotary meetings hold mini classifications periodically on what members do and areas of interest.
 5. Refresh look of badges.
 6. Look at the timing and location of regular meetings.
6. To increase members feeling of sense of purpose and awareness of Rotary

OBJECTIVE

- 6.1 To allow growing of individuals and fulfillment of their goals as well as providing opportunities for fellowship and a feeling of belonging and sense of purpose.

MEASURES

- Number of members remaining in Rotary longer than 18 months
- Number of round table discussions held
- Number of presentations that enhance an understanding of the purpose of Rotary
- Number of goals attained
- Number of activities accomplished

ACTIVITIES

1. Develop a Rotary handbook.
2. Have a senior member serve as a mentor to a new member.
3. Continue with FNR history begun by John Torunski (update 6 years).
4. Have opportunities during meetings for explanation of Rotary practices / traditions.

PILLAR III - CLUB SERVICE AND SUSTAINABILITY THROUGH YOUTH **(Broaden future of Rotary Community)**

GOALS

7. To increase community leadership through exposure to diverse communities

OBJECTIVE

- 7.1. To provide opportunities to make Rotary more visible and recognized as a community leader

MEASURES

- Number of opportunities for exposure to broader community
- Number of members attending regional and national conferences
- Number of requests by community for Rotary presence or involvement
- Number of publicity opportunities

PILLAR III - GOALS (continued)

ACTIVITIES

1. Utilize media at key events.
 2. Identify one rotary member to attend each district meeting.
8. To increase succession planning

OBJECTIVE

8.1. To ensure a greater involvement of all members and hence a growth of the club

MEASURES

- Number of new members accepting positions on Executive
- Number of executive positions for which an election for the position is held
- Number of co-chairs established
- Percentage of members participating in district activities

ACTIVITIES

1. Template to be developed for a members profile and include section on fund raising ideas.
 2. Mentor to develop a profile page on new member to include areas of interest and strengths.
 3. Each existing member is to complete own profile page using template.
 4. Establish a co-chair role for committees.
 5. At end of each project ensure there is a written report as a guide for the future.
9. To increase opportunities for inter club collaboration

OBJECTIVE

9.1 To reduce silos and strengthen Rotary in Fredericton as a community presence

MEASURES

- Number of joint presidential meetings held
- Number of jointly sponsored projects
- Number of collaborating events

ACTIVITIES

1. Periodic meetings of four Fredericton Presidents.
2. Determine desire amongst clubs for inter club collaboration on projects.