

Rotary Club of Truro Strategic Plan

2013-2016

Introduction

The Rotary Club of Truro is in its 87th year and is showing no signs of slowing down as a vibrant and valuable service club in central Nova Scotia. Three years ago, the Club’s Board of Directors instituted a Strategic Plan in an effort to provide direction for current and future leadership and as a means of tracking activities and progress towards the Club’s goals. This document outlines the on-going planning and key result areas that will guide the organization over the next three years.

Mission

The mission of the Rotary Club of Truro is to provide service to others, especially children and individuals with special needs through the efforts and fund raising activities of our members who are business, professional and community leaders.

Objectives and Activities

CLUB				
Key Result Area: <i>Membership Attraction and Retention</i>				
Goal	Activity	2013-14	2014-15	2015-16
Maintain an appropriate membership for the Truro region	Host a new member recruitment activity	Plan “Meet the Rotarians Night” in the fall, 2013 – suggest it ties into a make-up evening meeting opportunity	Plan “Bollywood Diner and Dance “ in the fall, 2014 and promote Rotary at this event – suggest it ties into a make-up evening meeting opportunity.	Plan “Meet the Rotarians Night” in the fall, 2013 – suggest it ties into a make-up evening meeting opportunity
	Dedicate two meetings per year on membership	Membership committee makes presentation to general membership in	Membership Chair/committee makes presentation to general membership in	Membership committee makes presentation to general membership in

		fall and spring	fall and spring.	fall and spring
--	--	-----------------	------------------	-----------------

CLUB				
Key Result Area: <i>Membership Attraction and Retention</i>				
Goal	Activity	2013-14	2014-15	2015-16
	Promote “bring a colleague to lunch” event to introduce more potential members	Select a meeting date and encourage members to distribute guest cards	Select a meeting date and encourage members to distribute guest cards.	Select a meeting date and encourage members to distribute guest cards
	Encourage Chairpersons to start and finish meetings on time	Chairperson is responsible for sticking to the agenda, ensuring guest speakers stay within time frame	Chairperson is responsible for sticking to the agenda, ensuring guest speakers stay within time frame.	Chairperson is responsible for sticking to the agenda, ensuring guest speakers stay within time frame
	Encourage networking opportunities for members during noon meetings	Continue buffet format; allow time following club meetings once/month for socializing	Continue buffet format; allow time following club meetings once/month for socializing.	Continue buffet format; allow time following club meetings once/month for socializing
	Increase diversity of membership	Increase % of women from 20 to 23%	Increase % of women from 25 to 28%.	Increase % of women from 28 to 31%
	Offer opportunities for make ups at time convenient for members	Host after-hours networking/social for members (e.g.Thursday or Friday at 5:30 pm at local pub or 7:30 am for breakfast)	Host networking/social for members (e.g.Thursday or Friday at 5:30 pm at local pub or 7:30 am for breakfast).	Host networking/social for members (e.g.Thursday or Friday at 5:30 pm at local pub or 7:30 am for breakfast)
	Host a variety of family socials	Suggest a summer, fall, Christmas and Auction social	Have a summer (Done), fall (Done), Christmas and Auction social.	Suggest a summer, fall, Christmas and Auction social

	Continue implementation of mentorship program for new members	New member sponsors responsible for assisting new members	New member sponsors responsible for assisting new members. Membership Chair to engage them and track the new member program. New Member will have \$100. to donate to charity of choice.	New member sponsors responsible for assisting new members
--	---	---	--	---

CLUB				
Key Result Area: <i>Member Attraction and Retention</i>				
Goal	Activity	2013-14	2014-15	2015-16
Improve communication among members	Continue use of social media	Keep Twitter and Facebook accounts active; Use Youtube videos for Christmas greeting and Auction messaging	Keep Twitter and Facebook accounts active; Use Youtube videos for Christmas greeting and Auction messaging.	Keep Twitter and Facebook accounts active; Use Youtube videos for Christmas greeting and Auction messaging
	Use website as marketing and educational tool	Keep website current and interesting	Keep website current and interesting.	Keep website current and interesting
	Club Bulletin distributed weekly	Ensure 2-3 members can produce and distribute weekly bulletin	Ensure 2-3 members can produce and distribute weekly bulletin.	Ensure 2-3 members can produce and distribute weekly bulletin
	Help members get to know each other better	Continue Chairperson's self introduction	Continue Chairperson's self introduction.	Continue Chairperson's self introduction
Support and encourage leadership opportunities	Leadership Training Institute	Cover registration for members attending RLI	Cover registration for members attending RLI.	Cover registration for members attending RLI

	District Conference	Pay registration for 2 members to District Conference (i.e. President Elect and Secretary-Elect)	Pay registration for 2 members to District Conference (i.e. President Elect and Secretary-Elect).	Pay registration for 2 members to District Conference (i.e. President Elect and Secretary-Elect)
	Presidential Citation	Apply for Presidential Citation	Apply for Presidential Citation	Apply for Presidential Citation
	Member recognition	Recognize members for accomplishments in five avenues of service	Recognize/award members for accomplishments in Five Avenues of Service and award Rotarian of the Year both at Charter Night. Also present Paul Harris Fellows.	Recognize members for accomplishments in five avenues of service
Club commitment to Rotary Foundation	Encourage commitment to RI of \$100 per member per year	RI Foundation Committee make presentation to members at least twice per year; Use additional funds raised through Fun Fines and Charter Night 50/50 as contribution to Foundation	RI Foundation Chair/Committee make presentation to members at least twice per year;	RI Foundation Committee make presentation to members at least twice per year; Use additional funds raised through Fun Fines and Charter Night 50/50 as contribution to Foundation

COMMUNITY				
Key Result Area: <i>Service to Improve Lives of Citizens in Community</i>				
Goal	Activity	2013-14	2014-15	2015-16
Provide funding to meet special needs of community	Prioritize projects according to club's mandate	Support Rotary House through: <ul style="list-style-type: none"> • Fall golf classic • Special 	Support Rotary House in major capital campaign -Become the major sponsor for CCWF Fall	Support Rotary House in major capital campaign

		projects	Classic Golf. -Apply for District Grant for Young Street Variety(CCW). -50% of proceeds of Bollywood Night for CCF.	
		Provide funding assistance to families and individuals with special health and medical needs	Provide funding assistance to families and individuals with special health and medical needs	Provide funding assistance to families and individuals with special health and medical needs
		Provide assistance to not-for-profit organizations that reach out to families, children and individuals with special needs (e.g. Maggie's Place, Camp Tidnish, Food Bank, Headstart daycare, etc)	Provide assistance to not-for-profit organizations that reach out to families, children and individuals with special needs (e.g. Maggie's Place, Camp Tidnish, Food Bank, Headstart daycare, Bright Sky Day Camp, etc).	Provide assistance to not-for-profit organizations that reach out to families, children and individuals with special needs (e.g. Maggie's Place, Camp Tidnish, Food Bank, Headstart daycare, etc)
	Consider a new "fun" fund raiser that gets more members of community engaged	Establish fun raiser committee to consider options (e.g. washer toss tournament, snow mobile raffle and dance, etc)	The Bollywood Night will be our extra fun event for the community. Looking to sell 300 tickets with proceeds to Maggie's Place and CCF. Cultural event that we will also	Continue to stage a fun raising event for community

			promote Rotary. Also did Swim for Polio.	
Hands-on community enhancement	In-kind service by Club members	Adopt-A-Highway roadside clean up in the spring	Adopt-A- Highway roadside clean up in the spring. Ask Interac to be involved. To do the Community \$Ask again.	Adopt-A- Highway roadside clean up in the spring
		Renovations to Rotary House (painting, gardening, etc)	Renovations to Rotary House or Maggie's Place (painting, gardening, etc)	Renovations to Rotary House (painting, gardening, etc)

COMMUNITY				
Key Result Area: <i>Public Awareness of Rotary</i>				
Goal	Activity	2013-14	2014-15	2015-16
Increase awareness of Rotary Club in community	Use media for stories, presentations	Submit photos, stories to local paper as opportunities present; Use social media tools regularly such as Twitter, Facebook, Youtube; Invite Eastlink TV to tape special meetings	Submit photos, stories to local paper as opportunities present; Use social media tools regularly such as Twitter, Facebook, Youtube; Invite Eastlink TV to meetings. This year we have already done the Swim for Polio across Shorts Lake (good Media coverage).	Submit photos, stories to local paper as opportunities present; Use social media tools regularly such as Twitter, Facebook, Youtube; Invite Eastlink TV to mtgs

			Donation to Bright Sky Day camp received good media coverage.	
COMMUNITY – Public Awareness				
	Identify opportunities in community to use Rotary name and logo	Identify naming opportunities in Victoria Park; Use “Rotarians At Work” signage where appropriate	N/A	Use “Rotarians At Work” signage where appropriate
VOCATIONAL/NEW GENERATIONS				
Key Result Area: Engage youth in Rotary				
Goal	Activity	2013-14	2014-15	2015-16
Support Interact Club activities	Offer in-kind and financial support to SCA and CEC Interact Clubs	Attend Interact Club meeting in fall and offer to collaborate on appropriate project(s)	Attend Interact Club meeting in fall and offer to collaborate on appropriate project(s)	Attend Interact Club meeting in fall and offer to collaborate on appropriate project(s)
Rotaract Club	Charter a Rotaract Club in Truro area	Explore opportunities at Dal AC and NSCC; find champion in Club be liaison	Explore opportunities at Dal AC and NSCC; found Champion in Audrie-Jo to . Work with Dr Gray as liaison Support activities of Rotaract Club	Support activities of Rotaract Club
Offer Youth Leadership Programs	Offer RYLA for high school students	Organize a RYLA event for fall, 2013	Organize a RYLA event for fall, 2014. Send to the school Presidents as well and our Interact Clubs.	Organize a RYLA event for fall, 2015
	Adventures in Citizenship	Encourage youth to apply for this opportunity/trip to Ottawa in spring,	Encourage youth to apply for this opportunity/trip	Encourage youth to apply for this opportunity/trip

	Youth Exchange	2014 First exchange in over 15 years lead by Joanna	to Ottawa in spring, 2015. NO LT outbound this year. Look at short term exchanges for this year.	to Ottawa in spring, 2016
	Bursaries	Visit high school guidance counselors to increase awareness of bursary opportunities at 5 high schools; bursary committee review applications & award bursaries to worthy candidates	Visit high school guidance counselors to increase awareness of bursary opportunities at 5 high schools; bursary committee review applications & award bursaries to worthy candidates. Members to attend graduation to present bursary.	Visit high school guidance counselors to increase awareness of bursary opportunities at 5 high schools; bursary committee review applications & award bursaries to worthy candidates
	Youth Leadership Award	Awards committee to consider; usually awarded in late fall	Awards committee to consider; usually awarded in late fall	Awards committee to consider; usually awarded in late fall
	Literacy initiative	Work public library on collaborative project to encourage increased literacy	Work with public library on collaborative project to encourage increased	Work public library on collaborative project to encourage increased

			literacy. F/U on how our donation of tech devices has helped.	literacy
INTERNATIONAL				
Key Result Area: <i>Support targeted international service projects</i>				
Goal	Activity	2013-14	2014-15	2015-16
Provide financial support to international students at Dal AC	Offer annual \$1000 or two \$500 bursaries to Dal AC international students	Provide bursary(s) if need is identified	Provide bursary(s) if need is identified. Will be now for undergraduate and preference if they return to own country to do good and or if in Rotaract (if club at AC).	Provide bursary(s) if need is identified
Support service projects in developing countries	Provide funding to community groups, youth or other Rotary Clubs for targeted service work overseas	Consider matching grant projects in collaboration with other Clubs in District 7820; assist youth participating in overseas development projects	Consider participating in Habitat for Humanity Build (none in area- had speaker's twice) to engage our own members; assist youth participating in overseas development projects	Consider matching grant projects in collaboration with other Clubs in District 7820; assist youth participating in overseas development projects
	Books for schools	Encourage members travelling to Caribbean or other developing countries to pack a suitcase of books and deliver to	Encourage members travelling to Caribbean or other developing countries to pack a suitcase of books and deliver to	Encourage members travelling to Caribbean or other developing countries to pack a suitcase of books and deliver to

		schools in area	schools in area. Will provide \$100 to provide further support.	schools in area
	Rotary Club of Seychelles library project	Work with Seychelles Rotary Club to assist local library with acquisition of books	Work with Seychelles Rotary Club to assist local library with acquisition of books.	
Raise awareness of global issues	Invite international speakers/visitors to weekly meeting(s)	Focus of presentations should relate to RI global issues	2-3 meeting per year with updates from Lydia's projects and the Haiti Project to ship containers.	
	Polio Plus program	Members of Club encouraged to contribute to Polio Plus Program	Members of Club encouraged to contribute to Polio Plus Program. Also large fundraiser initiated by Laurie-Swim for Polio.	Members of Club encouraged to contribute to Polio Plus Program
	Plan International	Sponsor one child	Sponsor one child-\$444/year.	