**Rotary Club of Truro**

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**Strategic Plan 2017-2020**

**Situational Analysis**

The Rotary Club of Truro has been part of the fabric of the community of Truro as well as the network of Rotary Clubs around the world since 1926. The Rotary Club of Truro was first organized in 1926 with 16 charter members. At the end of the first Rotary year, membership of the Truro Club had increased to 32. In 1936 the Club decided to make crippled children's work a major project; this resulted in a clinic being held the following year at Colchester Hospital, to which 30 youngsters were brought in for examination.

Late in 1947 when word was received that a radio station, CKCL, was to be established in Truro, the Rotary Club made an early application for an annual Radio Auction. This was authorized and the first Rotary Radio Auction was held on April 20th and 21st, 1948. The annual auction ran for many years on cable TV and finally was internet based before it was discontinued after the 2014 auction event.

The times were changing for Rotary clubs during the 1990’s and women were finally accepted for Rotary club membership. The first female member of the Truro Club was Barbara (Reynolds) Schofield who joined in 1990. Barbara Goit joined the club in 1994 and became the first female president of the Rotary Club of Truro for the 1998-99 year. Since these pioneers, women have become fully integrated into all aspects of club service.

Fund raising activities by the Truro Club took a great leap forward with the launch of the advertising yearbook in 2003 with 116 ads. The Yearbook continues to be well supported by the community and has become the club’s major fundraiser each year.

The club has had the distinction of being home club to 5 District Governors:

Jim Goit 2015-16

Les Topshee 1985-86

Donald Hughes Smith 1979-80

Walter Mosher 1971-72

Dr. George Smith 1959-60

As of this writing, the Rotary Club of Truro is now in its 91st year and is showing no signs of slowing down as a vibrant and valuable service club in central Nova Scotia. This document outlines the on-going planning and strategic priorities that will guide the organization over the next three years.

**Rotary International Mission**

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

***RI Core Values***

Our values are an increasingly important component in strategic planning because they drive the intent and direction of the organization’s leadership. These core values are:

Fellowship and global understanding: We build lifelong relationships.

Ethics and integrity: We honor our commitments.

Diversity: We connect diverse perspectives.

Vocational expertise, service, and leadership: We apply our leadership and expertise to solve social issues.

**RI Operating Values**

***The Object of Rotary***

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian’s occupation as an opportunity to serve society;

THIRD: The application of the ideal of service in each Rotarian’s personal, business, and community life;

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

***The Four Way Test***

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages, and Rotarians recite or sing it at club meetings:

Of the things we think, say or do

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

***Avenues of Service***

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

* Club Service focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.
	+ We strengthen our club by instituting solid by-laws and governance structure, by mentoring new members, and by providing opportunities for our members to network and socialize both during and outside of regular club meetings.
* Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.
	+ We provide opportunities for our members to give classification talks, we organize workplace tours and we celebrate Vocational Service Month in October.
* Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.
	+ We support our community by providing financial assistance to disabled and disadvantaged youth, by managing programs such as the Christmas Index, and by offering hands on projects for our members to participate in.
* International Service exemplifies our global reach in promoting peace and understanding.
	+ We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.
* Youth Service recognizes the importance of empowering youth and young professionals.
	+ We provide engagement opportunities and leadership development through programs such as Rotaract, Interact, Rotary Youth Leadership Awards, and Rotary Youth Exchange.

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**Rotary Club of Truro 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.

**SOAR Analysis– Strengths, Opportunities, Aspirations and Results**

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| **STRENGTHS** | **OPPORTUNITIES** |
| * diverse skills sets
* passion for service
* good leadership
* good core of workers
* well respected in the community
* fun social aspects
* great website
* dynamic fundraising
* great international projects
* gender & age balance
* relationship oriented and help one another
* succession planning
* personal development
* good systems
* financially sound
* we get things done
* support of Glengarry
 | * broadening our geographic representation
* review membership
* growth of quality vs quantity
* online profile/communication – no more reliance on email
* more emphasis on service
* Interact transition to Rotaract to Rotary
* more ethnically diverse
* better new member orientation information
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| **ASPIRATIONS** | **RESULTS** |
| * be the premiere club in our community
* more diverse membership
* all members engaged
* more young members
* change role succession (secretary may not be best to continue to VP and President)
* mentorship program
* satellite club
 | * Members: Multi-generational, better reflect the diversity of our community, dedicated and loyal to their commitments
* Meetings: exciting and informative, no time constraint (more time to engage with others), reduce cost to members, varied times and places, flexible
* Club Culture: clearly defined organizational and committee structure, loyal, more knowledgeable about members, relationship based, diverse in terms of race/age/vocation, freedom to participate in a way that makes sense for each person, lots of laughter and fun!
* Service: smaller individual projects & fundraisers, work with local organizations to maximize our impact, more hands on projects
* Socials: more frequent, include meetings, monthly, variety of locations
* Fundraising: minimal, partner with other service groups, use strengths and skills of members, rotational leadership
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**Role of the Directors & Executive**

The club’s Board of Directors includes the president, vice president, secretary, treasurer, immediate past president, and 8 additional members as stated in our club’s bylaws, for a total of 13 members.

The board is elected to manage the interests of the club as a whole and to work closely to achieve club goals. Based on the Recommended Rotary Club Bylaws, our club’s board of directors has these responsibilities:

• Oversee the work being done by all club officers and committee members;

• Review the monthly report of club finances, to

* Make sure the budget includes realistic amounts for club operations and projects
* Approve all expenditures not accounted for in the club budget

• Approve or reject proposed members and communicate the decision to those who proposed the members, within 30 days (membership chair communicates with the proposer/sponsor);

• Review club policies to ensure they are being implemented as intended, and revise them if they are no longer current;

• Consider innovative ways to make the club more vibrant, attractive to new members, and engaging to current members;

• Explore the needs of our community and international communities to establish club goals;

The club’s committees plan, promote, and implement activities and projects to meet the club’s annual and strategic goals.

**Marketing & Public Relations**

Our ability to tackle some of the world’s biggest challenges, both locally and globally, comes from the combined strength of our 1.2 million members. Imagine what we could accomplish with even more members and more community support. Our promotion of Rotary and the work our club is doing to improve the community is one way to grow the club and find volunteers and donors to support our service activities.

The club public relations committee shall develop and carry out an action plan that identifies the audience, strategies, and tools that we will promote to keep the public informed about Rotary, our club’s projects and activities.

Although the PR committee will lead the activities, it is the responsibility of every member to represent the club at every opportunity. This includes wearing your Rotary pin, or apparel during your daily life.

**The Rotary Club of Truro in 2020**

Based upon feedback received from club members, in concert with our situational analysis and aspirations for the future, the strategic priorities have been determined to be the following:

1. Community Service (locally and internationally)
2. Communication (internal and external)
3. Enhance our Rotary Experience

The following charts outline the goals and activities which will be incorporated into each priority.

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| **Strategic Priority** | **Community Service (locally and internationally)** |  |
|  |  |  |  |  |  |
| Annual Goals | Tasks/Activities |
| Identify local community needs | Support Rotary HouseProvide funding assistance to families and individuals with special needsSeek out new opportunities including more hands on activitiesLook for opportunities to work with other service groups on larger projectsCamp Tidnish |
| What is our role in the service community | Liaise with not for profits that connect with families with special needsHands on activities such as highway clean upManage Christmas Index program Vocational Service (mentoring, etc) Community economic development opportunities |
| International community | Dal AC/NSCC International student bursariesProvide funding to community groups for service work overseasProvide funds for travelling Rotarians to take booksPolio Plus initiativesSponsor a child with Plan CanadaSeek out opportunities to partner with other clubs on projects |
| Engage Youth | Support Interact clubsprovide RYLA experienceAdventures in CitizenshipBursariesSupport creation of a Rotaract clubOffer Mentor opportunities with club members (vocational) |
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| **Strategic Priority** | **Communication (Internal & External)** |  |  |
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| Annual Goals | Tasks/Activities |
| Improve public awareness & perception | Promote "bring a colleague to lunch"Increase diversity (ethnic & religious)Utilize social mediaWork with local media outlets to promote Club activitiesIdentify naming opportunities in areaWear Rotary branded apparel & membership pin dailyWrite monthly Rotary article for local newspapersRotary week, 3rd week of April |
| Improve communication with membership | New member orientation and ongoing Mentorship programUtilize social mediaHave luncheon tutorials on Club Runner, Rotary.orgInvite members to speak of their fellowship and/or international experiences |
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| **Strategic Priority** | **Enhance the Rotary Experience** |  |  |  |
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| Annual Goals | Tasks/Activities |
| Strengthen Relationships | Host a variety of family & adult only socialsProvide more time for networking at lunch meetingsOrientation and Mentorship program for new membersFind more opportunities for us to perform hands on activities as a group |
| Build Leadership Capacity | Encourage (pay for) members to attend Training for Leaders of Clubs, RLI, Convention Professional Development dayInvite new members to join/chair committees |
| Increase Awareness of programs, fellowships (part of the bigger picture) | RI website tutorialsPresentation on fellowships (highlight members’ experiences) Show related videos at luncheon meetingsInvite members from other clubs who have had international experiencesVocational mentorship opportunities |