



vision

# St. Johnsbury Rotary Club Visioning

## Strategic Planning for the Future



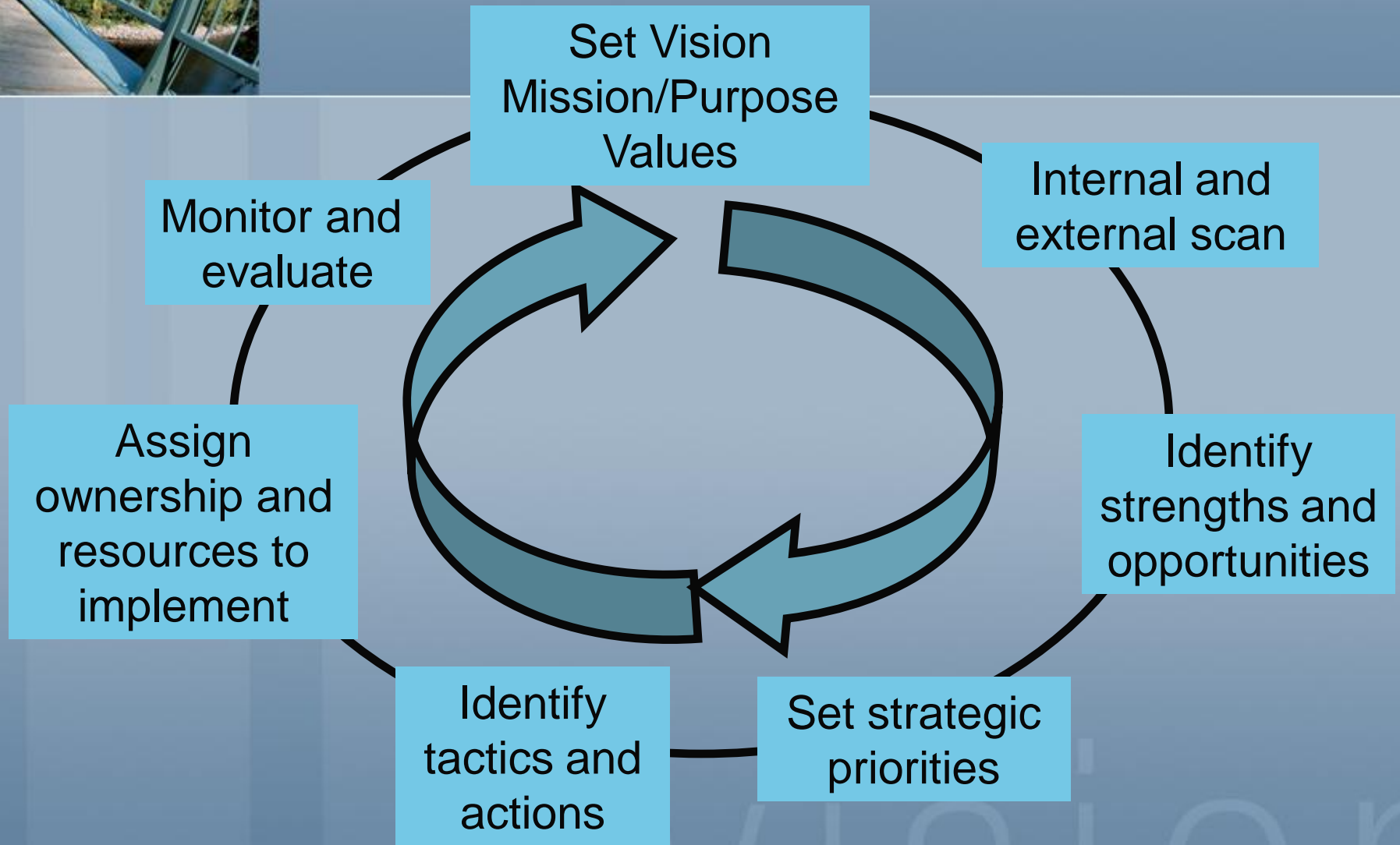
# Why plan?

- Focus on what we do best
- Adapt to changing business and social trends
- Raise our public profile
- Increase membership
- Energize the club

From Rotary International Strategic Plan Update – June 2011



# Planning – It's a continuous process





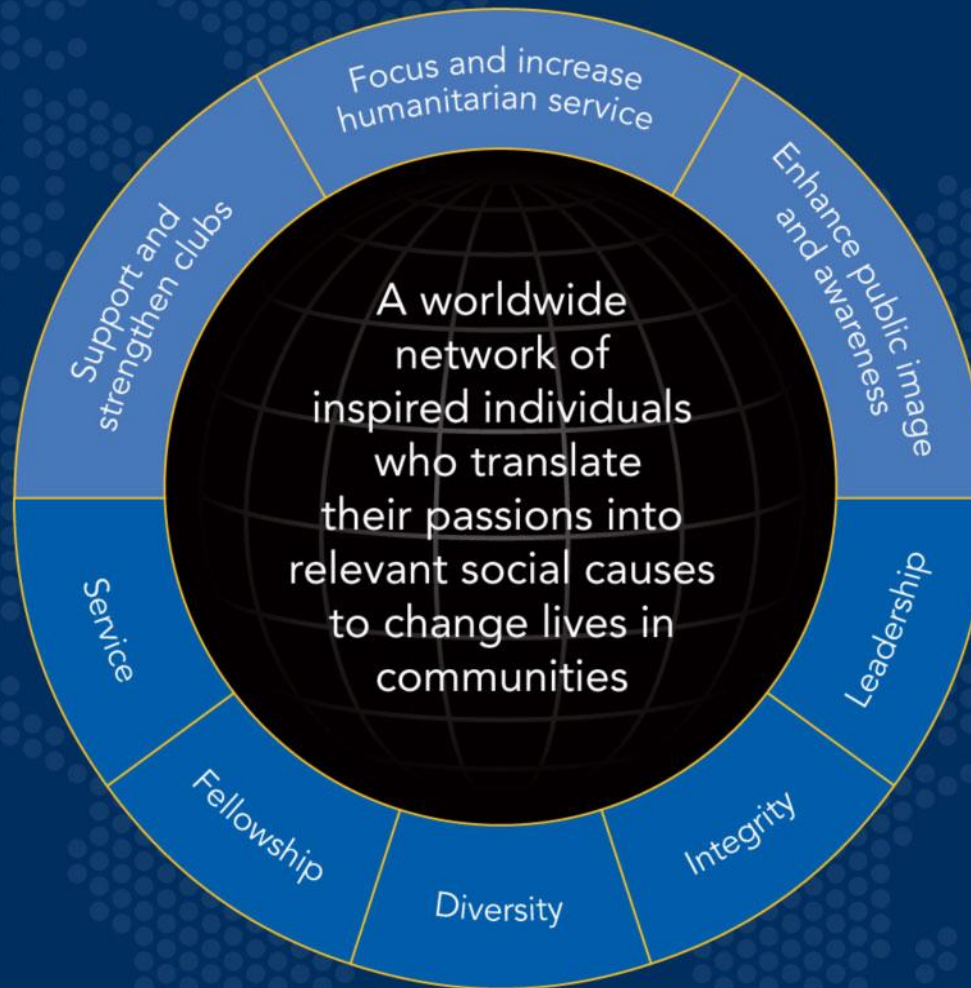
# Rotary's future

- What will our Rotary club look like in 5 years and beyond?
- Identify local and global strategic issues
- Remain relevant



Rotary International Strategic Plan Update – June 2011

# Rotary's core and priorities



From Rotary International Strategic Plan Update – June 2011





# Club Vision



## What Is “Club Vision”?

### Dynamic Management Tool

- Defines a shared commitment
- Provides long-term direction
- Creates a framework to establish goals and objectives
- Optimizes use of resources





# St. Johnsbury Rotary Club Visioning Session

- Session held on July 11, 2012 – 5PM to finish
- Facilitated by members of District 7850 Vision Facilitation Team
- Hosted by Charlie Browne at the Fairbanks Museum
- Approximately 20 St. Johnsbury Rotarian Participants
  - Vision Exercise
  - Consensus via the Dot Exercise
  - Results

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# Vision Exercise

*"The Club, not as it is, but as it will become..."*



## VISION EXERCISE

*"The Club, not as it is, but as it has become..."*



The month: July

The year: 2017

The President of Rotary International is personally inviting you to submit your Club for prospective receipt of an inaugural **Distinguished Club Medallion**. The RI President will present only three clubs in the entire world with this award at the Gold, Silver, and Bronze levels.

Your qualification and subsequent evaluation for this award will be judged solely on the letter you write to the President.

The President's gracious invitation follows:

I would like to consider you and your Club for my first-ever **Distinguished Club Medallion**. To do so, I have one requirement.

Write me a letter and begin with the following words...

Dear President,

Our exceptional blend of vision and membership attributes, projects and activities merits the **GOLD Distinguished Club Medallion** because...

Then, proceed to tell me—in as much detail as you can—the story of what will have happened in your club and why you deserve the award. Engage in unabashed self-promotion. Do your own version of "show and tell" or "bring and brag."

Words like *I will...I hope...I intend...* must not appear. Tell me what you have actually accomplished.

Include, too, your attitudes and feelings, perspectives and insights you have about contributing to the "favorable future" of your Club members and their community.

Complete your letter within the next 30 minutes.

[Suggestion: Place yourself fully in the future, looking back and reporting...]

Dear President,

Our exceptional blend of vision and membership attributes, projects and activities merits the **GOLD Distinguished Club Medallion** because...

*The month: July The year: 2017*

*The President of Rotary International is personally inviting you to submit your Club for prospective receipt of an inaugural Distinguished Club Medallion...*

*Place yourself fully in the future , looking back and reporting...*

*Our exceptional blend of vision and membership attributes, projects and activities merits the GOLD Distinguished Club Medallion because...*





# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**A. because of the Vision we pursued.** (For example, What does your Club "Stand For" in your community? Who are you now? What have you become?)

- Bridging age gaps in the community
- Club is fun
- Club of community leaders from all backgrounds
- Commitment to kids and their needs
- Community leaders with integrity and high ethical standards
- Community model of diversity
- Connecting Community with world needs
- Esprit de corps
- Focusing youth on service and community involvement
- Making STJ an attractive place to work and live
- Partnering with other organizations to maximize effectiveness
- People helping people
- Recognized and respected in community
- Rotarians care for and about one another



# Vision Exercise

*"The Club, not as it is, but as it will become..."*

## **B. because of our Club size and Attributes.**

Number of members in your Club today = 55

Number of members in your Club 5 years out = \_\_\_\_\_

Club Size:

- 80
- 99
- 100
- 155
- 55 + another club

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# Vision Exercise

*"The Club, not as it is, but as it will become..."*

## **B. because of our Club size and Attributes (continued).**

### Club Attributes:

- 50% of club <40
- 50% Women
- 80% Attendance
- Broad Classifications
- Diverse Politics/Philosophy
- Energetic
- Ethnic/racial diversity
- Every member involved in service projects
- Fun 100%
- More local merchants
- Religious diversity

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# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**C. because of projects and activities we've undertaken. (For example, What have you accomplished?)**

**C-1. In Club Service, we...** (*Club Service* considerations include weekly programs, fellowship, membership development / recruitment and retention, newsletter, technology, leadership development and fun 😊).

- 2 meeting a year - invite local leader non-Rotarians
- 2 meetings a year Rotary alumni (former members)
- All new members serve on a committee
- Attendance accountability
- Field day with other Rotary club
- Formal orientation for new members
- Meeting - clearing house for emerging ideas
- Newsletter with community bent
- Path of leadership development
- Quarterly fellowship events
- Recruitment focus on young people
- Website - more user friendly



# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**C-2. In Vocational Service, we...** ( *Vocational Service* examples are: 4-way Test. Ethics program, Declaration of Rotarians in Businesses and Professions, Advancing high ethical standards in the workplace, Club Member Classifications)

- Award for ethical business
- Award for ethical person in community
- Broadcast classification speeches on local TV
- Monthly session for members to talk about their business or projects
- Once a year talk on 4-way Test
- Post 4-way Test in business
- Speakers bureau going to high school to teach ethics
- Sponsor ethics discussions for area businesses

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# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**C-3. In New Generations (Youth) Service, we...** (*New Generations Service* examples are: YLA, mentoring, or any other school related or community career programs.)

- 6 to RYLA
- 75% of members participate in mentors with recognition
- Annual meeting with Interact with dynamic speaker
- Cooperate with youth organization in service projects
- Create financial literacy for tutoring
- Interact Club
- Promote youth exchange opportunities
- Record meetings for students to watch in school
- Rotarians used as a resource for jobs and career advice
- Shadow program
- Sponsor job program/fair for summer jobs
- Tutoring students to improve performance and results



# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**C-4. In Community Service, we...** (*Community Service* involves such things as projects and activities to improve your community).

- 25 kids to camp
- After school program for working parents for kids
- Collection of children's books - 250 in 5 years
- Leveraging/partnering with local organization
- Major food drive/working with hunger
- Partner/Habitat for Humanity or other projects
- Public forum to ask community what projects are needed

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# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**C-5. In Humanitarian Service Fundraising, we...** (Accomplished in the past 5 years these fundraising projects and produced these \$??'s)

- Basketball - \$30,000, 100 schools/teams
- Bike raffle - \$10,000
- Burke Mountain Concert - \$20,000
- Camp (on lake or pond) Raffle - week donated by members - \$4,000
- Fuel oil fundraiser - \$25,000
- Helicopter Golf ball - \$15,000
- Soccer Tournament - \$10,000

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# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**C-6. In International Service, we...** (*International Service* examples are: sponsoring a project in another country, seeking international project partners to support projects in their own communities, or by personally volunteering at an international project site.)

- Appointed Chairperson
- Elicit needs from international community
- High school connection
- Involve Interact in international project
- PE to name international project
- Sister city program in developing world
- Solicit needs from countries
- Team with current Rotarian with club in Tanzania - water to Segia girl's school

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# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**D. because of our Foundation success and Foundation fundraising achievements, we...** (*For example*, What percentage of members are Paul Harris Fellows? What Annual Giving and Endowment attained? What have you done in support of PolioPlus? Have a Group Study Exchange Team coming? How about a Rotary Peace Fellowship or Ambassadorial Scholar?)

- 25 Benefactors by 2017
- 3 Benefactors
- 40% Paul Harris Fellows (PHF)
- 50% PHF
- 60% PHF
- 75% PHF
- EREY for 5 years
- Publicize foundation programs
- Rotary Peace Scholar

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# Vision Exercise

*"The Club, not as it is, but as it will become..."*

**E. because of our public image development, we...** (What methods do you use to communicate your clubs successes? Examples are: website, newspaper, press releases, signage, brochures, etc. How are you promoting your club to the general public? How do you make the general public aware of projects and programs?)

- Classification talks on public access
- Community blog
- Ice Cream Day - for passersby
- Insert in local paper
- Local movie theatre ad
- Project pictures in local media
- Radio spots
- Social media (Facebook/Twitter)
- Vibrant website - for public
- YouTube Channel

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# Consensus via the Dot Exercise

## Doing the Dot Exercise

You will then rotate clockwise around the room until finished.

You should have **29** DOTS

### **ONE** DOT EACH FOR THESE CATEGORIES

B-1: CLUB SIZE

C-5: COMMUNITY SERVICE FUNDRAISER

### **THREE** DOTS FOR EACH OF THESE CATEGORIES

A: VISION PURSUED

B-2: ATTRIBUTES

C-1: CLUB SERVICE

C-2: VOCATIONAL SERVICE

C-3: NEW GENERATIONS (YOUTH)

C-4: COMMUNITY SERVICE

C-6: INTERNATIONAL SERVICE

D: FOUNDATION

E: PUBLIC IMAGE

**NOTE:** You can only put one of your three dots on any one line.

No stacking of all dots on one line to influence the votes.

To reach consensus on the ideas developed during the visioning session, we voted with dots.

Round 1 – Blue Dots

Round 2 – Red Dots



# Results

## **A: Vision Pursued (Club Stands For)**

- Commitment to kids and their needs
- Connecting Community with world needs
- Partnering with other organizations to maximize effectiveness
- Club is fun

## **B-1: Club Size**

- 100

## **B-2: Club Attributes**

- Every member involved in service projects
- 50% Women
- Fun 100%
- 80% Attendance



# Results

## **C-1: Club Service**

- Quarterly fellowship events
- 2 meeting a year - invite local leader non-Rotarians
- All new members serve on a committee

## **C-2: Vocational Service**

- Monthly session for members to talk about their business or projects
- Award for ethical business
- Broadcast classification speeches on local TV

## **C-3: New Generations (Youth)**

- Cooperate with youth organization in service projects
- Sponsor job program/fair for summer jobs
- Rotarians used as a resource for jobs and career advice



# Results

## **C-4: Community Service**

- Public forum to ask community what projects are needed
- 25 kids to camp
- Major food drive/working with hunger

## **C-5: Community Service Fundraiser**

- Basketball - \$30,000, 100 schools/teams
- Helicopter Golf ball - \$15,000
- Burke Mountain Concert - \$20,000

## **C-6: International Service**

- Sister city program in developing world
- Appointed Chairperson
- Team with current Rotarian with club in Tanzania - water to Segia girl's school

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# Results

## **D: Foundation**

- EREY for 5 years
- Rotary Peace Scholar
- Publicize foundation programs

## **E. Public Image**

- Vibrant website - for public
- Ice Cream Day - for passersby
- Insert in local paper

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# What's next?

“Vision without action is a daydream.  
Action without vision is a nightmare.”

— *Japanese Proverb*