

## RCNP - FIVE YEAR STRATEGIC PLAN

### A) INSTITUTIONAL STRENGTHENING OF THE CLUB

1. Increased emphasis on training (Including RLI) .
2. Attract quality applicants
3. Prioritize filling of vacant vocations (esp. Mass Communications)
4. Develop dynamic committees
5. Innovative fundraising projects (esp, Club)

### B) FOCUS ON HIGHER IMPACT SUSTAINABLE PROJECTS (local, District, int'l)

1. RI Six Areas of Focus (esp. Basic education & literacy; community develop.)
2. Youth mentoring and empowerment
3. Increased partnership/collaboration with other organizations
4. Increased vocational service projects
5. Aggressively seek out RI/RF programs

### C) PUBLIC IMAGE

1. Increased media promotion of projects
2. Branding
3. Focus on Youth / Community
4. Core Values
5. Sponsor Rotary Community Corps (RCC)

### NOTES;

1. The PLAN is based on three strategic priorities and fifteen supporting goals. They closely follow RI's plan with some tweaking to address local priorities.
2. After the necessary approvals, use of Future Vision Planning methods to detail specific actions to accomplish.

**2013 - 2017 CLUB STRATEGIC PLAN**

**2014 - 2015 Specific Programmes**

**A) INSTITUTIONAL STRENGTHENING OF THE CLUB**

1. Increased emphasis on training (Including RLI)
  - a. Appointment of a Club Trainer
  - b. Promote annual District and International Conference
  - c. Promote & encourage members to complete RLI sessions
  - d. Undertake a Rotary survey and compare year-to-year survey results
2. Attract quality applicants (including Rotaractors @30yrs old)
3. Prioritize filling of vacant vocations (esp. Mass Communications)
  - a. Update member vocations
  - b. Undertake membership survey to identify vacant vocations
  - c. Hold targeted membership drive events
4. Develop dynamic committees
  - a. Implement succession planning within committees via the appointment of deputy committee chairs
5. Innovative fundraising projects (esp., Club)
  - a. Undertake a club survey on existing/new projects for the year
  - b. Consider/pursue alternate sources of funding for fundraising/service efforts

**B) FOCUS AND INCREASE HUMANITARIAN SERVICE (Local, District, Int'l)**

1. RI Six Areas of Focus (esp. Basic education & literacy; community develop.)
  - a. Identify a global grant for the club's participation
2. Youth mentoring and empowerment
  - a. Sustain our sponsored Interact Club (C.C. Sweeting)
  - b. Create/re-establish an emerging leader club (Early Act or Rotaract)
3. Increased partnership/collaboration with other organizations
  - a. Sustain current collaborative projects
  - b. Increase collaborative projects by at least one more club/organization
4. Increased vocational service projects
  - a. Sustain current vocational projects
  - b. Educate members' knowledge of the importance placed on Vocation by Rotary
  - c. Increase involvement of members in vocational projects
5. Aggressively seek out RI/RF programmes
  - a. Apply for at least one District and/or Global Grant
  - b. Begin advance planning for a Grant for the subsequent year
6. Focus on higher impact sustainable projects
  - a. Focus on available Grants to implement larger scale projects

## C) PUBLIC IMAGE

1. Increased media promotion of projects
  - a. Leverage current technology & use of media outlets (including print, television, website, social media) to promote the club and its events
2. Branding
  - a. Implement Rotary's new logo and branding guidelines
  - b. Create and maintain uniform annual letterhead/stationary/literature etc.
  - c. Promote the annual Club Theme (led by the President & club buy-in)
  - d. Promote uniform dress (t-shirt etc.) at club projects/events
3. Promote Rotary Core Values
  - a. Educate and identify with Rotary's values
  - b. Educate the public on Rotary's values and how our clubs relates with these core values

Revised via email  
wed/10/18/14:

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