

04 RI District Club Strategic Planning Documents 2019-2024

RI Vision (2019-2024)

Together, we see a world where **people** unite and take action to **create** lasting **change** – across the globe, in our communities and in ourselves.

RI Mission (2019-2024)

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

RI & District Strategies (2019-2024) Lined Up With Possible Club Strategies

RI Strategic Priorities	RI Strategies (RI calls these “Objectives”)	District Strategies	Possible Related Club Strategies
A. Increase Our Impact	R.I. will: <ol style="list-style-type: none"> 1. Eradicate polio and leverage the legacy. 2. Focus our programs and offerings. 3. Improve our ability to achieve and measure impact. 	District 9780 will: <ol style="list-style-type: none"> 1. Encourage Clubs to support Polio Plus to successful completion. 2. Grow support for the Rotary Foundation through donations from Rotarians and external sources. 3. Foster the development of effective and sustainable projects and strong grant applications. 4. Encourage collaboration and partnerships between Clubs, other organizations and across Districts. 5. Encourage the use of the Rotary Brand on all our projects and activities. 6. Enable Rotarians to engage in learning and development to build their leadership skills and improve their knowledge of Rotary and its opportunities. 7. Facilitate better understanding of and responsiveness to community needs. 	This Rotary club will: <ol style="list-style-type: none"> 1. Promote giving to the Rotary Foundation as each Rotarian's charity of choice. 2. Support Polio Plus with regular club donations. 3. Use District and Global grants to extend the reach of club projects where applicable. 4. Collaborate with other local and District service clubs to increase our impact. 5. Make optimal use of current Rotary branding on all our products and activities. 6. Seek input about community needs from community organizations as a basis for new project ideas. 7. Provide funds for at least one new overseas project.
B. Expand Our Reach	R.I. will:	District 9780 will:	This Rotary club will:

RI Strategic Priorities	RI Strategies (RI calls these “Objectives”)	District Strategies	Possible Related Club Strategies
	<ol style="list-style-type: none"> 1. Grow and diversify our membership and participation. 2. Create new channels into Rotary. 3. Increase Rotary's openness and appeal. 4. Build awareness of our impact and brand. 	<ol style="list-style-type: none"> 1. Inspire Clubs to embrace diversity. 2. Encourage each Club to promote its Rotary activities widely. 3. Demonstrate to Clubs the importance of using modern technology to communicate, collaborate and promote. 4. Strengthen public recognition of Rotary and what it does through branding and promotion. 5. Foster a culture where Clubs provide advice to District on their needs and their views. 6. Encourage engagement of Rotarians and other participants in new and innovative ways, e.g., ‘Passport’ Clubs or Members. 7. Support Clubs that may need to transition to new forms. 8. Seek to attract younger members. 	<ol style="list-style-type: none"> 1. Seek members in a diverse range of community groups and age groups including alumni, friends, and corporations. 2. Promote our Rotary activities as widely as possible using Facebook, Instagram, Twitter, and other current Social media platforms. 3. Explore ways of engaging our members in non-traditional ways. 4. Explore new ways of raising funds to expand our reach. 5. Generate local projects that will raise interest in Rotary’s work in Maryborough
<p>C. Enhance Participant Engagement</p>	<p>R.I. will:</p> <ol style="list-style-type: none"> 1. Support clubs to better engage their members. 2. Develop a participant-centered approach to deliver value. 3. Offer new opportunities for personal and professional connection. 4. Provide leadership development and skills training. 	<p>District 9780 will:</p> <ol style="list-style-type: none"> 1. Make Rotary flexible and fun 2. Encourage all Rotarians to benefit from leadership development and other learning opportunities, e.g., Rotary Leadership Institute, and seminars on Membership Development, Public Image and Foundation 3. Engage Rotarians through a diverse range of projects. 4. Encourage collaboration of Rotarians within and outside Clubs. 	<p>This Rotary club will:</p> <ol style="list-style-type: none"> 1. Includes a range of fun events in our program each year. 2. Provide a wide range of learning and leadership development opportunities for members. 3. Ensure each member feels engaged in a range of Rotary projects to their own optimal level. 4. Encourage members to collaborate with others within and outside the club.

RI Strategic Priorities	RI Strategies (RI calls these “Objectives”)	District Strategies	Possible Related Club Strategies
		<ul style="list-style-type: none"> 5. Ensure Rotary is family friendly. 6. Plan for succession to create a path to develop new leaders. (and to avoid burn-out of Office bearers!) 7. Celebrate success at every level. 	<ul style="list-style-type: none"> 5. Endeavour to make all Rotary activities family friendly. 6. Institute built in succession plans in each area of the club to avoid burn out of all office bearers. 7. Limit the number of club projects to a number the members can manage well. 8. Celebrate club and Rotary successes at every opportunity
<p>D. Increase Our Ability to Adapt</p>	<p>R.I. will:</p> <ul style="list-style-type: none"> 1. Build a culture of research, innovation, and willingness to take risks. 2. Streamline governance, structure, and processes. 3. Review governance to foster more diverse perspectives in decision-making. 	<p>District 9780 will:</p> <ul style="list-style-type: none"> 1. Promote a culture of inclusion and respect for all within our society - across ages, genders, beliefs, backgrounds etc. 2. Encourage Clubs and Rotarians to be more innovative, creative, flexible and relevant to our changing society. (Early adopters) 3. Assist Clubs with models of engaging with the community to identify needs. 4. Support Clubs in meeting compliance requirements for insurance, risk management and good governance reasons in streamlined and simplified ways. 	<p>This Rotary club will:</p> <ul style="list-style-type: none"> 1. Promote a culture of inclusion and respect in our club across ages, genders, beliefs, and backgrounds. 2. Encourage members to be more innovative, creative, and flexible. 3. Use technology with best practice to increase and maximize effective communication between the club and members, and between members in the club. 4. Provide a range of flexible ways members can engage with Rotary in meetings and projects

MARYBOROUGH ROTARY STRATEGIC PLAN – 2021 to 2024

Our Club Vision:

Together, we see a world where our members unite and take action to create lasting. positive change in ourselves, in our community and across the world.

Our Club Mission:

To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders whilst having fun at the same time.

Our Strategic Priorities (Goals) & Strategies (Priorities are the headings; strategies are listed underneath – all drawn from RI & District Strategies for 2021-24, and from the club’s 2021 S.W.O.T. Analysis)

Increase our impact on the local community and wider world	Expand our reach and raise interest in Rotary’s work in Maryborough	Enhance member engagement and make effective use of members’ skills and interests	Increase our ability to adapt and keep pace with global trends in delivering service
<p>2021-24, Maryborough Rotary will:</p> <ol style="list-style-type: none"> 8. Promote giving to the Rotary Foundation as each Rotarian’s charity of choice. 9. Support Polio Plus with regular club donations. 10. Use District and Global grants to extend the reach of club projects where applicable. 11. Collaborate with other local and District service clubs to increase our impact. 12. Make optimal use of current Rotary branding on all our products and activities. 13. Seek input about community needs from community organizations as a basis for new project ideas. 14. Provide funds for at least one new overseas project. 	<p>In 2021-24, Maryborough Rotary will:</p> <ol style="list-style-type: none"> 1. Seek members in a diverse range of community groups and age groups including alumni, friends, and corporations. 2. Promote our Rotary activities as widely as possible using Facebook, Instagram, Twitter, and other current Social media platforms. 3. Explore ways of engaging our members in non-traditional ways. 4. Explore new ways of raising funds to expand our reach. 5. Generate local projects that will raise interest in Rotary’s work in Maryborough 	<p>In 2021-24, Maryborough Rotary will:</p> <ol style="list-style-type: none"> 1. Includes a range of fun events in our program each year. 2. Provide a wide range of learning and leadership development opportunities for members. 3. Ensure each member feels engaged in a range of Rotary projects to their own optimal level. 4. Encourage members to collaborate with others within and outside the club. 5. Endeavour to make all Rotary activities family friendly. 6. Institute built in succession plans in each area of the club to avoid burn out of all office bearers. 7. Limit the number of club projects to a number the members can manage well. 8. Celebrate club and Rotary successes at every opportunity. 	<p>In 2021-24, Maryborough Rotary will:</p> <ol style="list-style-type: none"> 1. Promote a culture of inclusion and respect in our club across ages, genders, beliefs, and backgrounds. 2. Encourage members to be more innovative, creative, and flexible. 3. Use technology with best practice to increase and maximize effective communication between the club and members, and between members in the club. 4. Provide a range of flexible ways members can engage with Rotary in meetings and projects.

Perspectives: Benefits for Other People Finance Issues Member Growth & Development Internal Management

Possible Club Objectives Based on RI & District Strategies and Possible Club Strategies

(Listed in Focus Areas/ Committee groups and referring to Club Strategies e.g. B4=R.I. Key priority B, and Club Strategy 4. Objectives need to be measurable so they can be assessed at the end of the Rotary year with "Yes" or "No")

Measures of success: At the end of the Rotary year, we can assess each objective with a "Yes" or a "No"

1. Administration/ Structure/ Program/ Fun

- B4. Conduct at least one "meeting" where members attend other clubs or attend an "e-club" and report back
- C1. Include at least one "fun" activity in the program every 2 months
- C5. Check every major club event for "family friendly" compliance
- C8. Include at least 6 activities in the program that celebrate club successes in some way

2. Vocational Service Projects & Activities

3. International Service Projects & Activities

- A3. Complete a Foundation application for the Sri Lankan village project

4. Rotary Foundation Efforts

- A1. Donate \$500 to Polio Plus by May 31st
- A2. Conduct at least one Foundation event where we promote giving to Rotary's own charity
- A2. Allocate \$2 from dinner fees to each attendees own Foundation amount
- A3. Remind the Board to become qualified for Foundation grants by sending 2 members to the Seminar

5. Youth Service Projects & Activities

6. Community Service Projects & Activities

7. Fundraising Efforts

8. Mem/ship Recruitment, Retention, Training.

- A6/C2. Provide Training Spots at most Rotary meetings using a range of presenters to improve Rotarian's knowledge
- B1. Conduct a membership drive in August to recruit members from under-represented categories in our community e.g. Age, Backgrounds, Gender
- B4. Conduct an annual Training Spot on why we should, and how we can attend other clubs - in the week before the "no-meeting" meeting
- C3. Conduct an annual "Engagement survey" where members negotiate ways of obtaining optimal engagement
- C7. Conduct a forum or Training Spot on the dangers of "Member Burn out" in a club and how to avoid it
- D2. Conduct an Training Spot encouraging members to be fore innovating, creative and flexible

9. Public Relations, Image and Awareness

- A5/B3. Ensure the Rotary brand is displayed on all club products

A5/B3. Ensure the Rotary brand is displayed at all club activities in the public eye

B2. Promote the use of Facebook to promote club activities

B2. Set up a Club Twitter account to provide notifications of club events

B2. Explore the possibility of a club Instagram account.

C5. Promote all club activities as "family friendly"

10. Board - Planning, Leadership & Compliance Activities

A3. Ensure our club qualifies for District Grants

A4. Work with Zonta on at least one project this year

A6/C2. Provide half fees for 2 members to attend RLI this year

A7. Ensure we have community input when preparing our Strategic plan

C6. Ensure every subcommittee appoints someone to be vice-chair with the understanding they may take over being chair in the future

D3. Invite the Assistant Governor to speak to the Board on District suggestions for easily maintaining compliance