



Rotary Club of Conifer

2014 Visioning

Visioning Process

- Club conducted the visioning exercise (3/4/14): “Who do we want to be in 2017?”
- Visioning subcommittee reviewed results to make recommendations: “What can we do this next year to get there in 2017?”

CLUB DESCRIPTORS

Who we want to be

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Desired Identity

- Community leadership
- Primary community non-profit
- Honor and integrity
- Diversity
- Leadership in identifying community needs

Desired Club Attributes

- Good fellowship
- Members treat each other as family and friends
- Exemplary community leadership

Foundation Support

- Goal that 80% of Club members are Foundation sustaining members

Club Membership

- Visioning was inconclusive about target club size
- Visioning subcommittee recommends maintaining it about 40 members who are strongly committed to achieving core projects and funding initiatives

CORE GOALS SUPPORTED
BY VISIONING

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Service Goals

- Expand Backpack Project to (1) feed kids year-round, and (2) decrease the need to feed kids by providing education to their parents

Key Challenges:

- (1) Expand volunteer base
- (2) Expand funding by getting schools, kids, and families to sell coupon books
- (3) Expand funding by organizing in-kind food item collections at King Soopers, Safeway, etc.
- (4) Expand funding through grants

Service Goals (cont'd)

- Provide post-secondary scholarships to Conifer and Platte Canyon high school students.
 - The Foundation has a permanent fund to generate scholarship monies.
 - The Club and Foundation gave over \$6,000 in scholarships this year.
- Continue supporting local students for RYLA/YRYLA camps.
 - Encourage more Club members to volunteer at camps.
- Continue supporting Interact clubs at Fitzsimmons and Conifer High School.
- Encourage establishment of Interact clubs at West Jefferson Middle School and Platte Canyon High School.

Service Goals (cont'd)

- No specific goal was identified in the “Club Service” (internal) area. Subcommittee’s consensus was that we are doing a good job in this area.
- No specific goal was identified in the “International Service” area. Subcommittee recommends that we remain open to supporting international projects championed by club members.

Fundraising Projects

- Peaches
- Home & Garden Show
- BBQ
 - Ask organizations we support to provide volunteers for the event.
- St. Patty's Day
 - Identify how to get more volunteers for the event.
 - Consider partnering with organization that will work alongside Rotarians and receive proceeds.
 - Ask organizations we support to provide volunteers for the event.

Marketing / Public Image

- Continue working with / participating in Platte Canyon and Conifer Chambers of Commerce

ADDITIONAL GOALS
SUGGESTED BY VISIONING

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- Work with veterans
- Help Interact youth to travel on international projects
- International project supporting women's leadership
- Expand Student of the Month Program to other area schools

POTENTIAL GOALS TO
EXPLORE



- Implement youth court based on the Four-Way Test
- Construct Rotary signs at both sides of the “town”

Feedback?

- ▶ Reaction to recommendations?
- ▶ What did we miss?
- ▶ Other comments?