








Strategic Vision 2020-22

CLUB FORUM 15 May 2019

Club Notices

Vision & Strategy 2020-2022

NEXT STEPS – ACTION PLAN

ACTION	WHO	WHEN	
<i>Compile facilitation wall charts</i>	<i>Grace</i>	<i>5/4/2019</i>	
<i>Create a vision statement or “elevator speech” for our Club using the information gathered this morning</i>	<i>Mark and Lea</i>	<i>12/4/2019</i>	
<i>Assemble a President’s Development Committee (PDC)</i>	<i>John</i>	<i>19/4/2019</i>	
<i>Schedule a club assembly to share what has happened</i>	<i>John</i>	<i>15/5/2019</i>	
<i>Club Champion, a member who drives the process</i>	<i>David</i>	<i>Ongoing</i>	



Our VISION:

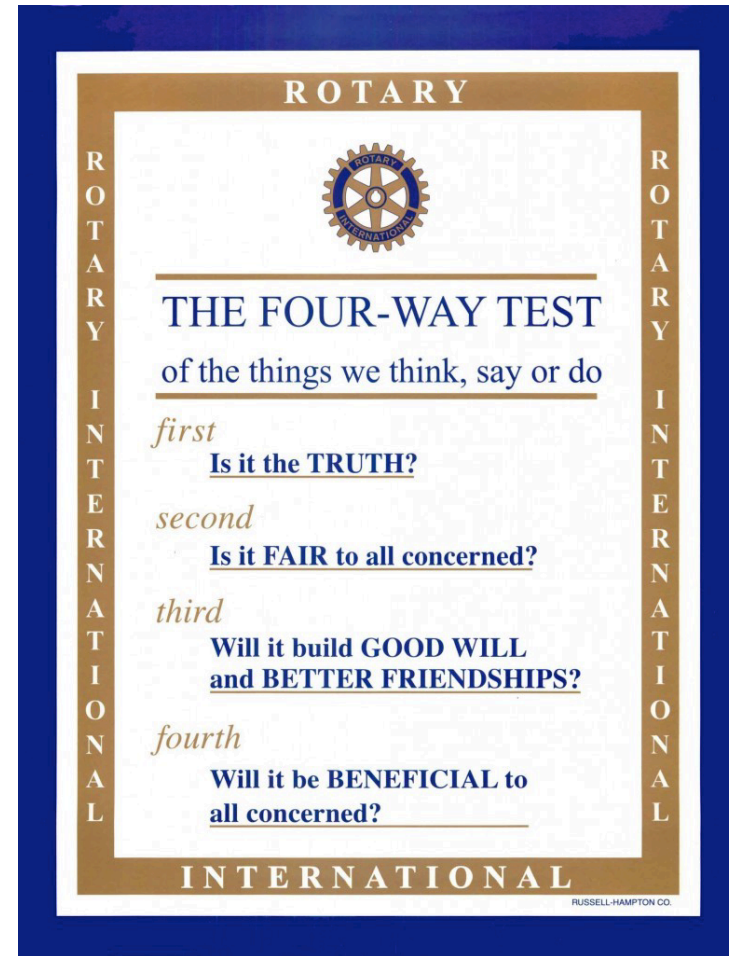
“Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities and in ourselves.”



HAVE FUN – CHANGE LIVES

Our VALUES:

- Fellowship
- Leadership
- Integrity
- Diversity
- Service



“Rotarians share a unique passion for **taking action** to improve their communities and the world. Where others see problems, we see solutions.”

Five RAP Key Themes/Priorities from the Strategic Workshop and Member Survey:

- **Increase our impact** – strive to change the lives of others for the better:
 1. *Collaborate with other Clubs, community groups, business and government on projects that improve local and international communities.*
- **Expand our reach** – connect, unite and take action:
 2. *Grow and diversify our membership.*
 3. *Improve Rotary brand and awareness.*

Five RAP Key Themes/Priorities from the Strategic Workshop and Member Survey:

- **Enhance participant engagement** – deliver an experience that engages and retains members:
 4. *Activities to be fun, entertaining, informative and productive.*
 5. *Inspire and mentor future leaders.*

Seven Critical Goals for our Club in next 3 years:

- **Increase our impact –**
 1. *Review and increase focus on RAP programs and offerings incorporating metrics and reporting on impact and volunteer hours.*
 2. *Increased collaboration with other Clubs, community groups, business and government through development of channels into Rotary, increased research and innovation.*
 3. *Establish a Fundraising Sub-committee to explore a new major fundraising event and new opportunities for fundraising.*

Seven Critical Goals for our Club in next 3 years:

- **Expand our reach –**
 4. *Develop a value proposition for RAP to grow and diversify our membership.*
 5. *Improve Rotary Brand and awareness through use of brand guidelines, templates, People of Action campaign materials, and related resources.*
- **Enhance participant engagement –**
 6. *Develop annual Club Program for meetings and events that will attract, engage and retain members.*
 7. *Provide leadership development and training.*

Next Steps.....

- **Develop Strategies and objectives (SMART) to achieve these Goals.**
- **Identify priorities for Year 1, 2 & 3.**
- **Develop Action Plans for Year 1**