

2019 Visioning Results

Summary from the Process and
An Invitation to Participate in Our Future!



BE THE INSPIRATION

What Was The Process for Our Visioning?

Explore our values, passion, priorities and desires for the future by summarizing answers to the following questions:

1. What does our Club Stand for?
2. How many members do we have in 2022?
3. What are our attributes/qualities/characteristics/traits/features/uniqueness?
4. What are we accomplishing (development, recruitment, retention, leadership development, how we have fun, etc.)?
5. What are the projects we support (local, international, youth, vocational, etc.)?
6. Fundraisers: What are they? How much did they raise?
- 7a. How much are we contributing to the Rotary International Foundation? What are our % of Paul Harris members? Other opportunities?
- 7b. What are we doing for OUR foundation? How much are we investing? Endowment?
8. Marketing & Public Image: How do we get our name out there?

1. What Does Our Club Stand For?

- Ethics
- Fun
- Helping the Needy
- Service
- Prosperity to Humanity
- Community Involvement
- Focused Collaboration
- Indispensable to the Community
- Known for Innovative Service Projects
- Effective Service Projects
- Be the “Go To” Club for District
- Diverse Service Projects
- Community Unity
- Strong Relationship to Local Government
- Action Orientation
- Impact on the Community

TOP THREE ANSWERS for What Our Club Stands For?

#1 Answer – FUN!!!!

#2 Answer – Community Involvement

#3 Answer (Tie) – Diverse Service Projects &
Strong Relationship w/ Local Government

What are YOUR thoughts?

2. How Many Members Do We Have in 2022?

- 100+
- 100
- 90
- 85
- 80
- 75
- 74
- 64
- 60



TOP THREE ANSWERS for How Many Members We See Having in 2022?

#1 Answer – 75

#2 Answer – 100

#3 Answer – 85

What are YOUR thoughts?

3. What are our Attributes?

- Social
- Generous
- Committed
- Talk/Communicative
- Kind
- Open/Transparent
- Diverse
- Caring
- Process Oriented
- Ornerly
- Integrity
- Partnership
- Fun
- Active
- 50% Women
- Reliable
- Financially Healthy
- Welcoming
- Irreverent
- Ethical
- Open to new Ideas
- Trouble Shooting
- Solutions Oriented
- Affordable

TOP THREE ANSWERS for What Our Attributes Are?

#1 Answer – Diverse

#2 Answer – Welcoming

#3 Answer – Fun

What are YOUR thoughts?

4. What are we accomplishing?

(development, recruitment, retention, leadership development, how we have fun, etc.)

- Inclusive & Welcoming
- Shared Responsibility
- Liaison w/ Local Newspaper/Media
- Using Technology Consistently
- Leadership Funnel
- Sponsored Club Extension with over 30 Members
- More Effective Weekly Meeting Structure
- Fund Club Participation in District Activities
- Monthly Social Events
- Weekly Meetings/Programs
- Programs related to Local Businesses
- Community Participation by All Members
- Non-Tech Communication
- Bi-Annual Trip to Serve Community

TOP THREE ANSWERS for What We Are Accomplishing

#1 Answer – Inclusive & Welcoming

#2 & #3 Answer (tied) – Community Participation by All Members & Using Technology Consistently

What are YOUR thoughts?

5. What are the Projects We Support?

(local, international, youth, vocational, etc.)?

- Job Training for Youth
- Transitioning Out of Foster Care
- Projects for Community Inclusion (cultural, racial, etc.)
- Expand Scholarships to ACC & High Schools
- Blessing Bags
- More Structured Support for CASA
- Centennial Best Blood Givers in Colorado
- Ready, Set, School
- Balance with Avenues of Service
- Something for Mental Illness
- Suicide Prevention
- Sponsor Youth Exchange Students
- Guitars for Troops
- Expand Prime Timer Active Participants
- Expand Santa Clothes to District
- Mobile Shower Unit for Homeless
- Expand/More Water/Wash Programs
- 500 Christmas Trees
- Expand IFCS
- Support Vocational School for Girls
- Structured, Objective Evaluation System for Projects

TOP THREE ANSWERS for What Projects We Support

#1 Answer – Expand Santa Clothes Project District-Wide

#2 Answer – Suicide Prevention

#3 Answer – Guitars for Troops

What are YOUR thoughts?

6. Fundraisers in 2022

(What Are They? How Much Did We Raise)?

- \$100K – State of Our City
- \$100K – Go Fund Me Page
- \$20K – Colorado Gives
- \$20K – Wine/Chocolate Cheese Tasting
- \$35K – Centennial Fair
- \$55K – Online International Peace Summit
- \$20K – Adult Prom (for Seniors)
- \$10K – Senior Bachelor Auction
- \$10K – BBQ
- \$30K – BBQ *(Different kind of BBQ?)*
- \$30K – Holiday Party
- \$35K - \$40K – Concert Series
- \$20K – Karaoke Event
- \$5K – “Bowling for Bucks”
- \$7K – Peach Sales
- \$20K – Golf Tournament

TOP THREE ANSWERS for Fundraisers

#1 Answer – State of Our City

#2 Answer – Concert Series

#3 Answer (Tied) – Peach Sales & Wine, Chocolate & Cheese Tasting

What are YOUR thoughts?

7a. How much are we contributing to the Rotary International Foundation in 2022?

(What % of Members are Paul Harris Members? Other Opportunities)?

- 100% Paul Harris Fellows
- 75% Paul Harris Fellows
- \$6K – End Polio Event
- 10% Bequest Society
- \$200/member/year

TOP ANSWER for Rotary International Fundraising

#1 Answer – 100% Paul Harris Fellows within Club Membership

What are YOUR thoughts?

7b. How much are we contributing to our Club Foundation in 2022?

- \$150K – Corpus Principle Balance by 2023
- \$50K – In Corporate Sponsorships
- Reimbursement for International Travel Expenses
- Something for Centennial Community
- Partner with Centennial Government of their passion projects
- Purchase Building

TOP ANSWER for Club Foundation Fundraising

#1 Answer – \$50K in Corporate Sponsorships

What are YOUR thoughts?

8. Marketing & Public Image

(How Do We Get Our Name Out There)?

- Submit Articles to 5450 Newsletter & Rotarian
- Membership Minute at EVERY Meeting
- Club “Breakfast Invite” Business Cards
- Members Wear Rotary Pins ALWAYS
- Partnership with Chamber
- Club Brochure to Distribute
- Consistent Advocacy from EVERY Member
- Articles to Denver Post
- Rotary Signs at Centennial Entry Points
- Publicly Wear Rotary Pins/Jewelry
- Marketing/PR Task Force
- Video Blog
- Active Use of Social Media / Website
- Centennial Club Beer Bling

TOP THREE ANSWERS for Marketing & PR

#1 Answer – Active Use of Social Media / Website

#2 Answer – Rotary Signs at Centennial Entry Points

#3 Answer – Members Wear Rotary Pins Everywhere

What are YOUR thoughts?

What Is the SINGLE TOP Priority Amongst ALL Categories Discussed?

(We Each Had ONE Opportunity to Identify Our ONE TOP Priority Amongst ALL Subjects Discussed)

#1 Answer – Fundraising – State of Our City

#2 Answer – In-Club Service – To be Inclusive & Welcoming

#3 Answer – Projects – Suicide Prevention

What are YOUR thoughts?

Who Do We Want To Be?

Rotary Club of Centennial:

- Provides Impactful Service
- Creates an Inclusive & Diverse Atmosphere for Membership & Projects
- Brings A Spirited & Fun Approach to Rotary

Committee Structure

Board of Directors

Club
Service/Admin

International

Vocational

Community

Youth

Fundraising

Sub Committees (Programs, Christmas Trees, Youth Exchange, State of Our City, etc)

How can we improve our committees?
Do we still need all of our committees?

Administrative

Goals:

- Holistic approach to member training to develop confident leaders both in the club and translating into personal/profession lives
- Programs that present all sides of issues
- Virtual Membership Status –
 - Better use of technology to grow access of membership
 - Partner with the City of the Centennial for own TV station
- Maintain togetherness through social activities
- Reverse the 80/20 rule within the club

Ways to Serve (Current or Past):

- Technology Services
- Family of Rotary
- Speaker Coordination
- Newsletter
- Weekly Club Program
- Weekly Club Duties

International

Goals:

- Focus on current Philippians/Mexico projects
- Strong support for Rotary Youth Exchange
- Create funding so members can travel to projects
- Building relationships with sister clubs
- Have at least 1 active service project on every continent in the world
- Eradicate water needs in one country
- Sponsor 1 global grant each year
- Leverage our personal networks to engage our community in our projects

Ways to Serve (Current or Past):

- Madagascar Water Project
- WaterRico
- Mending Faces
- Manzanio, Mexico – Orphanage

Youth

Goals:

- Quarterly events/projects with Rotary youth groups
 - Former RYLA / Student of the month
- Intentional in the development of future Rotarians
 - (Interact , Rotaract)
- Quarterly activities with Satellite
- Increase RYLA scholarships to 12, including 2 special needs RYLA scholarships
- Facilitate mentoring relationships with community professionals for CASA students to expose them to potential future careers
- Expand current Student of the Month program to become a fellowship of recipients
- Satellite club - appoint board member and foundation trustee

Ways to Serve (Current or Past):

Youth Exchange

RYLA

Young RYLA

Student of the Month

Vocational

Goals:

- Professionals from all industries rely on our ethical expertise
- Skills database to identify areas where we can better leverage our talent and service opportunities
- Teach 4-way values through
 - Graduation recognition/scholarships
 - High school senior professional program
 - 4-way speech contest
- Membership represents a diversity in professions, trades, crafts and talents
- Active interact sponsorships
 - Would sponsor Rotary Anti-bullying campaign – “Interact peaceful schools”
- Financial literacy campaign
- Create/host/sponsor CEO round tables to address issues and solutions based on 4-way test (members/nonmembers)

Ways to Serve (Current or Past)

Business Minute

Quarterly Business/Membership Mixers

4-way test Speech Contest – High School



Fundraising

Goals:

- State of the City - \$45,000
- Increase beer sales by adding hard cider taps
- Lottery Fundraiser
- Car donation fundraiser
- Community Talent Show
- Spring Venue for alcohol sales
- Rethink Christmas Auction

Ways to Serve (Current or Past):

- State of the City
- Club Christmas Party
- Changing of the Guard
- Peach Sales
- Beer Events & Sales

Community Service

Goals:

- Activity center for those over 55 (library, TLC meals on wheel, others– partnerships)
- Child hunger project
- Expand Santa Clothes to all clubs in district
- Refine/ Focus/ Sustainable/ Strategic projects – do better with current rather than needing to add more
- Adopt little libraries at homes of Rotarians
- Sponsor the learning for CASA

Ways to Serve (Current or Past):

- Santa Clothes
- Christmas Tree Give-Away
- Opioid Education & Collection Events
- Quarterly Food Drives
- Flower Power

Changes to Committees

1. New Membership Committee
2. Dissolve Vocational Committee – Add vocational aspects to other committees
3. Expectations of Committees

Meet Quarterly Outside the Club Assembly
Provide Update to the Board Quarterly on Goals

Budget

Past Three Years Bottom Line:

2016 - **\$3753.51** 2017 - **-1677.14** 2018 - **-2755.10**

Current Costs per Person:

Meal = \$19.54 x 50 meetings = 977

Rotary International Dues = 90

Rotary District Dues = 45

Total = \$1112 per year with perfect Attendance

Current Dues Are \$230 / quarter (+\$25 for RI Foundation)

Income only \$920 (\$192 difference)

Budget

This Year We Are :

- Shifting costs to the Foundation that are appropriate
 - Student of the Month Awards – Meals (\$625)
- Christmas Party will be a potluck and the meat provided by the Club (\$1500)
- Fundraiser – Thanks N Giving – Rotarians will pay for themselves like State of the City
- Chat Group Meeting every 5th Tuesday - Oct 29th, Mar 31st, June 30th

Budget

Moving Forward:

- Shifting Fundraising of Peach & Beer Sales to the Club Funds
- Raise Dues \$5 or \$10 per quarter
- Continue Chat Group Days or add Dark Days