
Rotary Club of Powell River Sunrise

Strategy 2013 / 2014

February 2, 2013

Record of Charts Created

Roadmap for the Session (February 2nd, 2013)

1. Review the strategic planning process
2. S.W.O.T. Activity
3. Review the Rotary International Mission Statement
4. Vision Elements Activity
5. Strategies and Objectives
6. Next Steps

Participants:

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Facilitator:

Ian Grant

Situation Analysis

Strengths / Weaknesses / Opportunities / Threats Exercise (SWOT)

(brainstormed lists attached)

Strengths (Priority ranked)

1. Strong community ties and the ability to mobilize community resources
2. Respect for each other
3. Appetite for more in all areas
4. Strong leaders
5. Passion to be active and contribute to the community

Weaknesses (Priority Ranked)

1. Lack of a signature fundraiser
2. Lack of a signature project
3. Fellowship
4. Time required to learn Rotary
5. Not engaged internationally

Opportunities (Priority Ranked)

1. For a very visible project
2. To address social needs within the community
3. To take on bigger initiatives, we have the capacity
4. To become involved internationally through Rotary
5. To change the communities image of Rotary

Threats (Priority Ranked)

1. The private sector taking over / competing with Rotary fundraisers
2. The local and national ageing demographics
3. Significant competition from other fundraisers
4. Old boys image of Rotary
5. Splitting of Rotaries resources, community perspective

Mission Statement

The mission of The Rotary Club of Powell River Sunrise is to provide service to others both within our community and internationally, promote high ethical standards, advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

Guiding Principles

Core Values

Rotary's core values represent the guiding principles of the organization's culture, including what guides members' priorities and actions within the organization.

Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

Service

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

Fellowship

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

Diversity

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

Integrity

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

Leadership

We are a global fellowship of individuals who are leaders in their fields of endeavour. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the Object of Rotary and The Four-Way Test, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining high ethical standards in human relations.

Rotary Club of Powell River Sunshine

Vision Elements 2018 (Ranked)

1. We have a signature project
2. We have a signature fundraiser
3. We are using technology effectively
4. We are involved in international projects
5. We have effective fundraisers
6. We are still welcoming to new members
7. We have diversity of membership, age, culture, gender, skills and classification

Membership Strategy and Objectives

Strategic Thrust

To achieve a membership of 27 active members by 2016 who reflect the demographics of the community. To create an experience where members are passionate about being Rotarians. To have members feel they are getting personal benefits from Rotary membership.

Objectives for 2013

M - 1 To have at least 25 members.

Membership Comm.

By July 2014

M - 2 To maintain our list of potential members based on skills, age diversity.

Membership Comm.

ongoing

M - 3 To implement a mentorship program to help new members get engaged and knowledgeable more quickly.

Mac

By July, 2013

M - 4 To develop an educational process for members using for example internal meetings, Rotary web based training, district training etc.

Membership Comm.

M - 5 We will have at least 4 social/fellowship events per year.

Club Administration and Leader Development Strategy and Objectives

Strategic Thrust

Recognizing the constraints of our one hour breakfast meeting format, to structure the agendas to provide time for networking, club business and speakers through having some meetings focussed on only business or networking. To put in place an effective leadership development process. To put in place an effective club communication system.

Objectives for 2013

CA - 1 Maintain relationships with the evening club.

Club President ongoing

CA - 2 We will have as many members as possible attend RLI through having a trainer come to Powell River.

Shehzad By Nov, 2013

CA - 3 To effectively use Club Runner as a communications tool

Terry ongoing

Projects Strategy and Objectives

Strategic Thrust

We will put in place an on-going process for identifying and ranking projects to help us determine which projects we will support and a methodology for assessing and reviewing projects. We will use a community needs assessment process to help us select projects.

Objectives for 2013

P - 1 Put in place a projects assessment and selection process.

Craig/Craig

By May 1, 2013

P - 2 Put in place a documented project plan for upcoming projects identifying project leaders, resources required and schedule.

Vice President

By July 1, Annually

P - 3 Celebrate successful projects.

President

Foundation / Fundraising Strategy and Objectives

Strategic Thrust

We will generate a list of fundraising opportunities and create a process for selection and implementation. We will work with the evening club on joint fundraisers. We will be active contributors to the Rotary Foundation.

Objectives for 2013

F - 1 Develop a list of fundraising opportunities and select fundraisers based on club criteria.

Fund raising committee ongoing

F - 2 RI Foundation support, target \$100 per member to the foundation in 2013 - 2014.

F - 3 Our Polio Plus contribution for 2013 - 2014 will be \$1,000

Public Relations & Communications Strategy and Objectives

Strategic Thrust

We will be recognized as the premiere service organization in the community. The Sunrise club will increase the awareness of Rotary in Powell River.

Objectives for 2013

PR - 1 Put in place a PR director.

President

By April 30, 2013

PR - 2 Have members wear Rotary pins, logos to increase community awareness.

PR Director

Ongoing

PR - 3 Have meeting times published in the local paper.

PR Director

Ongoing

PR - 4 Have our club mentioned in the local paper at least monthly.

PR Director

Ongoing

PR - 5 Ensure projects have recognition of Rotary's contribution through signage, decals...

PR Director

Ongoing

PR - 6 To put in place signs to be used when Rotarians are working on projects

PR Director

Ongoing

Youth / New Generations Strategy and Objectives

Strategic Thrust

We will work with local schools to support youth in our community through programs like RYLA, funding for continuing education and special projects as the need arises. We will investigate taking on an exchange student.

Objectives for 2013

Y - 1 Work with the evening club to identify potential RYLA candidates. We will select candidates recognizing candidates who are children of members.

Board

By March, 2013 annually

Y - 2 Continue to provide bursaries as funds permit.

Board

Ongoing

Next Steps:

1. Send the strategic plan document to the club.

Ian

February 4, 2013

2. Present the plan to the club and post it on the website

Gerard/Terry

March 1, 2013

3. Review the plan highlights and progress at each board meeting

President

Ongoing

4. Hold a 6 month progress review

President

5. Hold an annual review and set 2014 objectives

President

Strengths (Brainstormed list, unranked 2013)

- Enthusiasm
- some experience with Rotary
- strong business and international experience
- new- fresh start
- members share values
- strong community ties and ability to mobilize community resources
- ready for change
- members experience
- diversified membership
- leadership
- energetic people
- co-operation among members
- strong visionaries
- openness
- good financial base
- flexibility
- morning club - accessible for young families
- respect for each other
- enjoy each other's company
- maintaining our own identity
- committed membership
- strong leaders
- good meeting attendance
- friendly
- passion to be active and contribute to the community
- knowledge of the community through a well connected membership
- creative thinking
- talented members
- safe environment
- appetite for more in all areas

Weaknesses (Brainstormed list, unranked 2013)

- challenge of communications
- fellowship

- lack of knowledge
- lack of fundraisers
- time required to learn Rotary
- lack of time to get to know each other
- potential to be bogged down by Rotary rules
- lack of social time in meetings
- lack of a signature fundraiser
- not engaged internationally
- lack of young members
- cost to be a member
- time commitment
- lack of a signature project

Opportunities (Brainstormed list, unranked 2013)

- To get new members because of morning meetings
- To participate with the evening club who are very well established
- To get involved in international projects due to member connections
- To get mentorship from the evening club
- To build the club of our choice
- To leverage the reputation of Rotary and the existing presence in the community
- To get members with diversity
- To share the Rotary experience, sunshine coast
- To develop direction
- To re-energize the Rotary name in Powell River
- To use our waterfront venue to attract other Rotarians for makeups
- To tap into the volunteer spirit of the community
- To use our communities size in support of fundraising
- To get more public relations
- To form relationships with other service organizations
- To do a community needs assessment
- To select a meaningful set of projects
- To leverage social media
- To distinguish ourselves from the evening club
- To take on bigger initiatives, we have the capacity
- For a very visible project

- To become involved internationally through Rotary
- To leverage club synergy
- To take advantage of the minimal community constraints
- To visit with other clubs
- To help with community transition
- To change the communities image of Rotary
- To address social needs within the community
- To bring in an exchange student

Threats (Brainstormed list, unranked 2013)

- only so many resources in the community (sponsors)
- time involvement
- ageing of members
- splitting of Rotary resources - community perception
- not making things happen fast enough
- vision not big enough
- old boys image of Rotary
- Private sector taking over / competing with Rotary fundraisers
- Average income in community is falling
- Loosing members as they leave the community
- Loosing young families from the community
- Significant competition from other fundraisers
- National and local ageing demographics
- Focussing on negatives rather than seeing opportunities

Vision Elements at 2018 (Brainstormed list, unranked 2013)

- 30 members
- we have projects in the community we are known for
- we have a diversity of members by age/influence
- we are using technology effectively
- our club is sustainable
- we are involved in international projects
- we have effective fundraising
- we have member diversity by classification/skills
- strong youth involvement

- we are sponsoring youth exchange students
- we are a well respected sound club
- to have obtained a foundation grant
- to sponsor a Rotoract club
- still welcoming to new members
- we have a signature project
- we have a signature fundraiser
- we will have younger families wanting to come to Powell River
- we will have seized any opportunities presented by changing demographics
- we will have diversity of membership, age, culture, gender, skills and classification