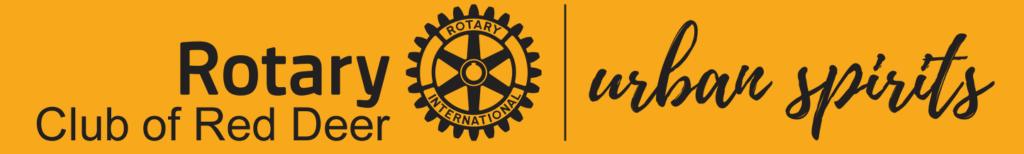
2018-2021 STRATEGIC PLAN



VISION - MISSION - PRIORITIES

CONNECT. BUILD. SERVE COMMUNITY OUR VISION



WE ARE
ENGAGED
INCLUSIVE
THOUGHT LEADERS

WHO LEVERAGE OUR
TALENTS
EXPERIENCES
KNOWLEDGE

TO OFFER
IMPROVEMENT
GROWTH
SUPPORT

FOR
OUR MEMBERS
OUR PARTNERS
AND OUR COMMUNITY

MISSION

PRIORITIES

ROTARY'S 5 AREAS OF SERVICE

COMMUNITY SERVICE

INTERNA-TIONAL

YOUTH

CLUB SERVICE

VOCATIONAL







Enhance profile in the community by being trusted community builders/volunteers

Strategy: Research volunteer opportunities that align with our Club Mission and Vision

Timeframe: Immediate/Ongoing



Create opportunities for participation of all club members

Strategy: Ensure meaningful opportunities that members want to get involved in.

Timeline: Immediate/Ongoing



Form partnerships with other Rotary Clubs in Red Deer with existing international programs to learn about opportunities for RCRDUS to get involved in the International Rotary Community.

Strategy: Leverage the experience and knowledge of those clubs already with programs in place.

Timeframe: 2-3 years





Develop relationships with youth focussed organizations in Red Deer with existing programs.

Strategy: Leverage the experience and knowledge of those organizations already with programs in place.

Timeframe: 2-3 years





Create a dynamic meeting environment where everyone is connected and engaged.

Strategy: Ensure there are a variety of interesting meeting topics and that members have a chance to input to agendas and discussion.

Timeframe: Immediate



Have a regular check in with members outside of scheduled meeting times to assess level of engagement.

Strategy: Check ins to ensure engagement of members which leads to active participation and retention of members.

Timeframe: Immediate/Ongoing





Build relationships amongst members to leverage our talents, experience and knowledge, to offer improvement, growth and support.

Strategy: Allow members to share their skills and knowledge with the rest of the Club.

Timeframe: Immediate/Ongoing

