

2018-2021 STRATEGIC PLAN

Rotary
Club of Red Deer



urban spirits

VISION - MISSION - PRIORITIES

A photograph of three people outdoors, smiling and looking towards the camera. The image is overlaid with a semi-transparent blue filter. The person on the left is a woman with blonde hair wearing a plaid dress. The person in the middle is a man wearing a baseball cap and a light blue shirt. The person on the right is a woman with blonde hair wearing sunglasses and a denim shirt. The background shows green foliage.

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

OUR MISSION

PRIORITIES

ROTARY'S 5 AREAS OF SERVICE

COMMUNITY
SERVICE

INTERNA-
TIONAL

YOUTH

CLUB
SERVICE

VOCATIONAL



Club of Red Deer
Urban Spirits



VOLUNTEERING

COMMUNITY
SERVICE

GOAL 1

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

GOAL 2

Create opportunities for participation of all club members

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

Timeline: Immediate/Ongoing



SUPPORT THROUGH
PARTNERSHIPS AND
EVENTUAL FINANCIAL
CONTRIBUTIONS

INTERNATIONAL

GOAL 1

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



CREATE EDUCATIONAL
AND MENTORSHIP
OPPORTUNITIES

YOUTH

GOAL 1

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

The image features two men standing outdoors in front of a wooden fence. The man on the left is smiling and wearing a striped polo shirt. The man on the right is wearing a cap with sunglasses on top and a light blue button-down shirt. The entire image is covered with a semi-transparent orange filter. White text is overlaid on the left side of the image.

MEETINGS THAT ARE
ENGAGING AND
PURPOSEFUL AND
RESPECTFUL OF
PEOPLE'S TIME.

CLUB SERVICE



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

GOAL 2

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



EDUCATING ONE
ANOTHER BASED ON
OUR SKILLS AND
EXPERIENCE

VOCATIONAL

GOAL 1

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

