2018-2021 STRATEGIC PLAN

Rotary Club of Red Deer | urban spirits

VISION - MISSION - PRIORITIES

CONNECT. BUILD. SERVE

COMMUNITY

OUR VISION

OUR MISSION

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

PRIORITIES

ROTARY'S 5 AREAS OF SERVICE

COMMUNITY SERVICE	INTERNA-TIONAL	YOUTH	CLUB SERVICE	VOCATIONAL

Rotary 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

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

CLUB SERVICE

GOAL 1

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