

Reinvigorate your club  
and reconnect with your community

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Club Visioning Chairman 2016-17



**“Rotary is not an organisation for  
retrospection.**

**It is rather one whose worth and  
purpose**

**lie in future activity**

**rather than past performance.”**

*- Paul Harris, Founder of Rotary International*



# RI STRATEGIC PLAN SURVEY

- Baseline data for priorities, interests, concerns
- Confirm relevance of plan and elements
- Track trends and ideas
- March 2014 survey sent to 67,000 Rotarians
  - Response rate of 15% (10,334 responses)
  - Received responses from over 150 countries



# TOP STRATEGIC ISSUES

The Top Three Strategic Issues	Today	In Ten Years
<b>Membership recruitment and retention</b>	<b>68%</b>	<b>68%</b>
<b>Membership diversity (age, gender, etc.)</b>	<b>32%</b>	<b>29%</b>
<b>Innovation, modernization, flexibility and/or simplification of processes and rules</b>	<b>29%</b>	<b>32%</b>
Collaborating and connecting with other organizations	8%	11%
Fundraising	8%	8%
Financial sustainability	8%	17%
Areas of focus	6%	10%
Strategic planning	6%	6%
Club public relations activities	5%	5%
Other	3%	3%



# STRENGTHENING CLUBS

Question	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree	Don't Know / Undecided
I have the opportunities I want to connect and collaborate with other Rotarians -- across clubs and districts	16%	43%	26%	8%	4%	1%	1%
My club does a great job involving new members in our club's activities, projects, and programs	15%	34%	30%	13%	6%	2%	0%
Rotary provides members sufficient opportunities for professional networking	12%	37%	30%	12%	6%	2%	2%
My club involves each member in activities according to the member's interests, skills, and availability	13%	33%	30%	14%	6%	2%	1%

# CLUB & DISTRICT STRATEGIC PLANNING

Question	Year	Yes	No	Don't Know
Does your club have a strategic plan?	2014	45%	34%	21%
	2012	41%	33%	27%
	2009	44%	50%	7%

Those that answered “yes” were asked the following:

Question	Yes	No	Don't Know
Use resources on rotary.org for planning?	56%	20%	24%
Does your club create annual and long-term goals using Rotary Club Central?	39%	29%	32%
Does your club monitor club goals in Rotary Club Central?	34%	31%	35%

## CLUB & DISTRICT STRATEGIC PLANNING

Level of Importance	Year	Very Important	Important	Somewhat Important	Somewhat Unimportant	Not Important
Importance of district having a strategic plan	2014	48%	38%	11%	2%	1%
	2012	42%	42%	14%	2%	0%
Importance of club having a strategic plan	2014	47%	35%	14%	3%	1%
	2012	43%	39%	15%	3%	0%

Members in clubs with strategic plans are more satisfied and have a more positive view of their club and Rotary as a whole:

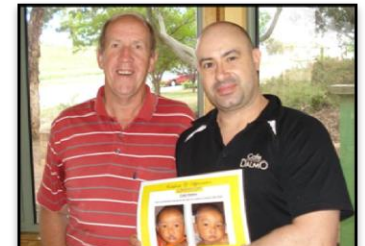
Does club have a strategic plan?	2014 average “Strongly Agree / Agree” on questions about members’ experience in club and with Rotary	△
Yes, club has strategic plan	63%	+16
No, club does not have strategic plan	47%	



# START WITH THE “DESTINATION” IN MIND....

## **SUCCESSFUL CLUBS**

- ✓ **Sustain and increase membership**
- ✓ **Implement successful service projects**
- ✓ **Support The Rotary Foundation**
- ✓ **Develop leaders in the club and beyond**





## REASON CLUBS MAKE PROGRESS

- *Enthusiastic leadership*
- *Committed planning team*
- *Supportive Board*
- *Focus on the Vision*
- *Open communications*
- *Regular reporting to Members*

## HURDLES THAT CLUBS ENCOUNTER

- *Don't know – did not follow up after event*
- *No leadership - President not committed or too busy*
- *Club does not buy in - Change is difficult or Vision does not fit different views in Club*
- *Member turnover – reinvent the wheel*
- *Focused on Membership first*
- *Time & Energy - Need to narrow focus*



# WHAT IS “CLUB VISION”?

## Dynamic Management Tool

- Defines a shared commitment
- Provides long-term direction
- Creates a framework to establish goals and objectives
- Optimizes use of resources



## Purpose of club visioning

<https://www.youtube.com/watch?v=b-nuLL4wQ5c>

## Member Engagement A takeaway from Club Visioning

<https://www.youtube.com/watch?v=0RZdEFR0mGE>



# VISION FACILITATION IS:

- **an opportunity for every member to be involved in the future of their club**
- **Taking your Rotary Club where it wants to go/can go**
- **Formation of Ideas :(Brainstorming –reality vs fiction)**
- **Creation of a 5 year plan with core elements**
- **Identifying Short term and long term goals**
- **Who does what and by when to achieve goals?**



# VISION AND PLANNING

**To have a successful Plan we need a Vision:**

**Club Planning steps**

- 1. Create a Vision**
- 2. Develop a Long Range Plan**
- 3. Implement: Actions, Tactical Club Plan and Programme**
- 4. Monitor and follow-up...**

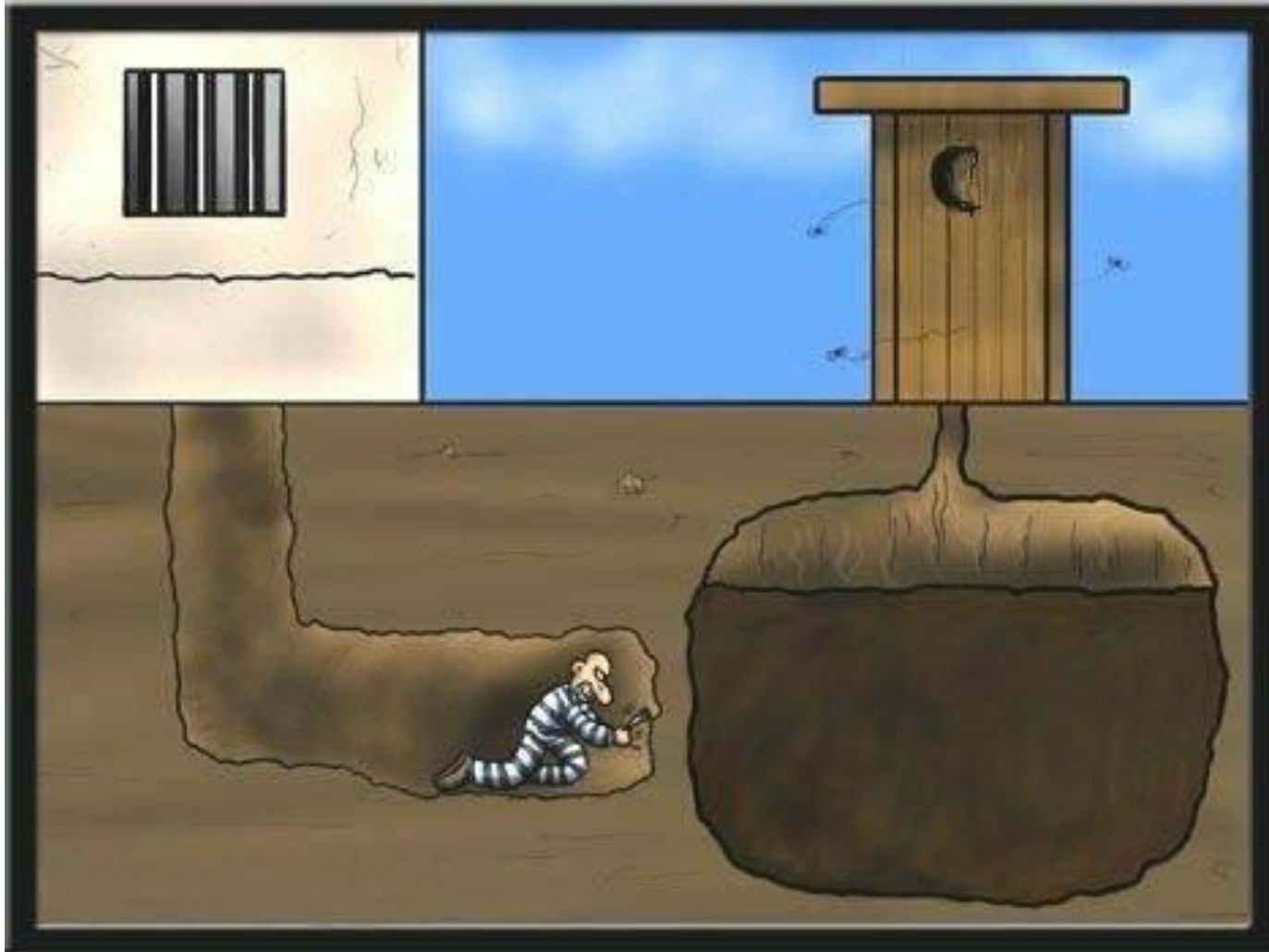


# WHY DO WE NEED A VISION AND LONG-TERM PLAN?

- **Tradition of annual cycles breaks continuity, consistency, and consensus**
- **Clubs end up “re-inventing the wheel” instead of moving forward**
- **Or stagnating....**
- **.....or worse.....**

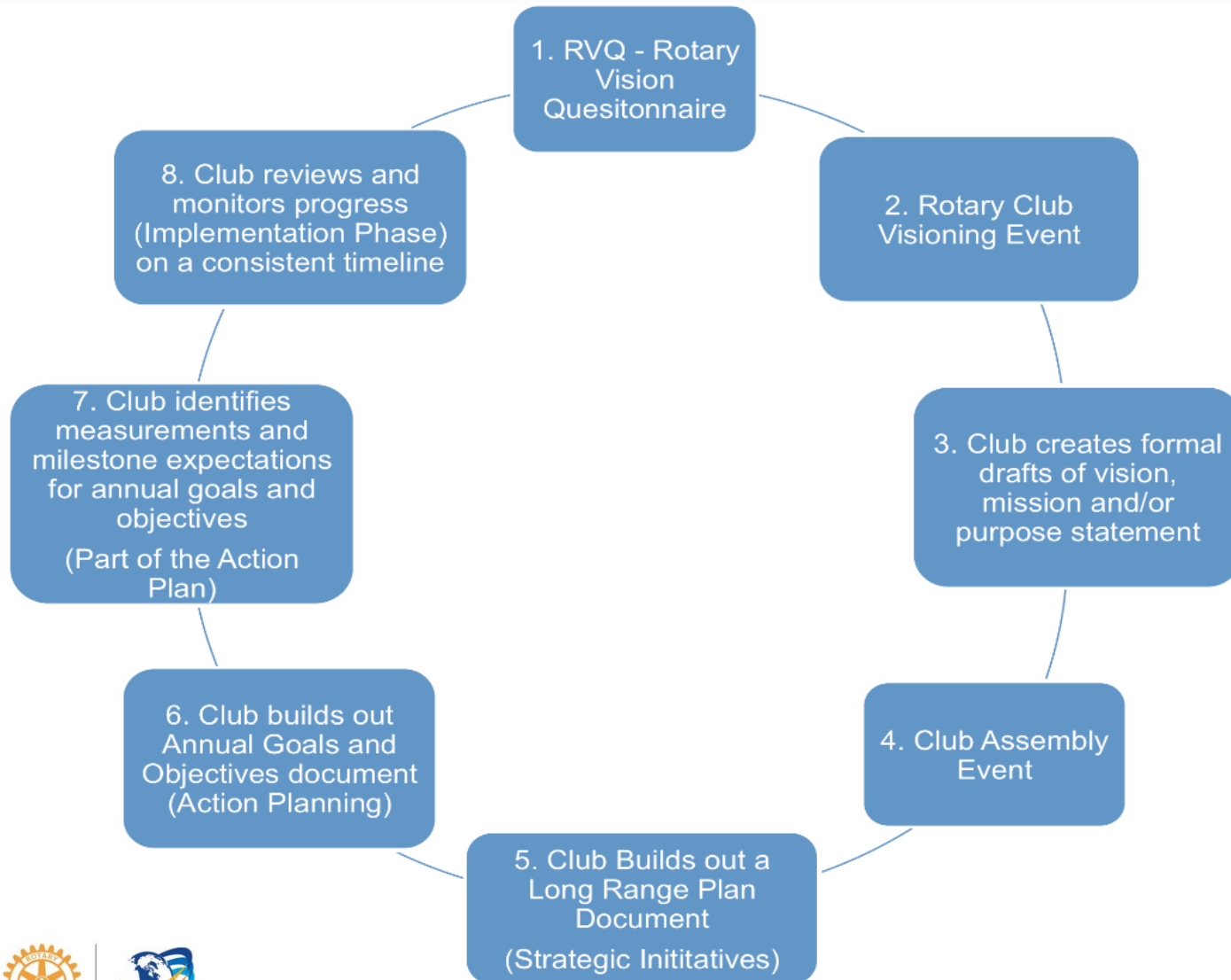


# Failing to Plan = Planning to Fail





# VISION TO PLAN PROCESS



# CLUB COMMITMENT

A Visioning session requires:

- A Visioning Club Coordinator
- Up to 30 club members
- Dedicated 4 hours
- Thinking ability (outside the box is good!)
- Follow-up during Club Assembly 2-3 weeks later



# HOW?

- Clubs need to pick a date/ possible dates, and allocate 4 hours one evening or on the weekend.
- Contact the Chair or Coordinator to confirm availability of facilitators
- Ensure as many members as possible attend



## FURTHER INFORMATION?

- Contact the District Vision Facilitation Team
- District Chair  
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# CLUB VISIONING

***..An opportunity to spread our wings...  
and to create the Rotary clubs we want in  
the future***

***...to be the best we can be....***



***Thank you for your commitment***