



# Strengthen Your Club

## Part 2 – Developing the Plan



# Objectives

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- Team Building
- Data Review
- Vision Statement
- The Numbers
- Create the Plan
- Share / Review





# Team Building

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**Mike Reiner**





# TEAM BUILDING



10 CHARACTERISTICS OF A

## GOOD LEADER



1. INTEGRITY
2. ABILITY TO DELEGATE
3. COMMUNICATION
4. SELF-AWARENESS
5. GRATITUDE
6. LEARNING AGILITY
7. INFLUENCE
8. EMPATHY
9. COURAGE
10. RESPECT

Center for Creative Leadership



Credibility + Reliability + Intimacy

**TRUST** = 

Self Orientation



# Data Review

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**President Bill Bowen**





# Rotary Club of Margaritaville



# Rotary Club of Margaritaville

Estimated Population 2019 – 161,000

Median Age – 44.4

H.S. Diploma – 94.4% College – 38.9% Grad – 12.7%

Median Household Income - \$63,480

Charitable Contributions - \$3,942

Median House Value - \$348,732 (36% Rent)



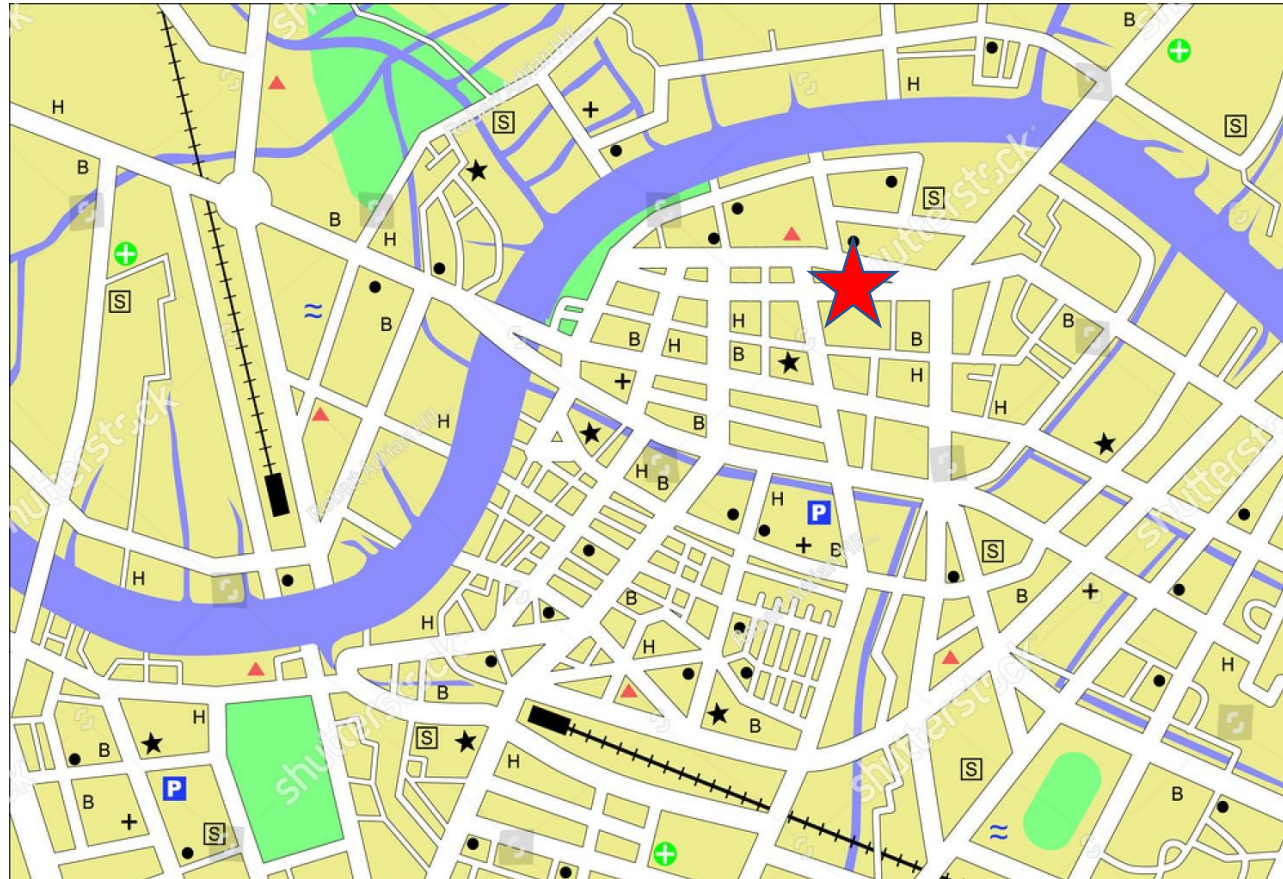
ROTARY IS FFF'N AMAZING



Rotary  
District 5180

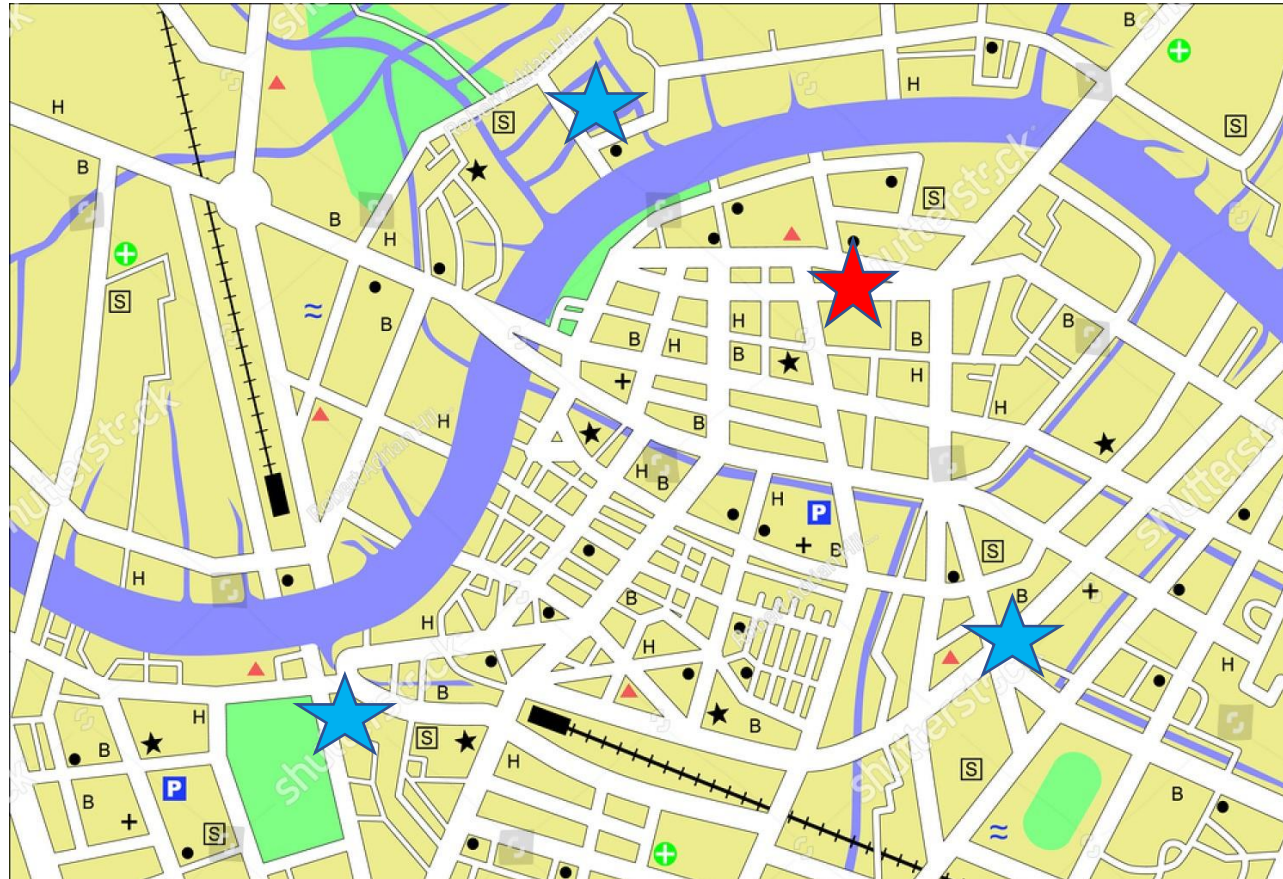


# Rotary Club of Margaritaville





# Rotary Club of Margaritaville



# Rotary Club of Margaritaville - Parrot Grove



# Rotary Club of Margaritaville – Parrot Grove

Estimated Population 2019 – 6,231

Median Age – 32.5

H.S. Diploma – 34.6% College – 12% Grad – 4.2%

Median Household Income - \$29,688

Charitable Contributions - \$3,942

Median House Value - \$251,100 (47% Rent)





# Rotary Club of Margaritaville

	<u>Margaritaville</u>	<u>Parrot Grove</u>
Below Poverty	9.84%	40.7%
Literacy	91%	83%
Assaults (per 100k)	140	438
Diabetes	7.4%	14.64%
Unemployment	5.18%	19.4%



# Rotary Club of Margaritaville

We looked at this data and met with others:

- City Council Member for Parrot Grove
- Manager of the Parrot Grove Food Pantry
- Director Lost Shaker of Salt Hospital
- Principal of James W. Buffett High School
- Chief of Police



ROTARY IS FFF'N AMAZING



# Rotary Club of Margaritaville

## Club Survey of Interests:

1. Youth Projects
2. Food Drive
3. Job Fair with Chamber of Commerce
4. National Night Out Against Violence
5. Literacy Project with Local Library



ROTARY IS FFF'N AMAZING





A woman with blonde hair, wearing sunglasses and a black sleeveless top, smiling. She is outdoors, with a metal fence and a building in the background.

# Vision Statement

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**DeDe Cordell**

District Marketing Chair

# Vision Statement

A future-looking, inspirational statement – just a sentence or two – that give you something to strive for. A vision statement describes the idealistic future you want to achieve.

# Vision Statement Elements:

A review of 30 vision statements from the top 100 nonprofits:

- The best visions are **inspirational, clear, memorable and concise.**
- Average length **only 14.5 words** (excluding brand references)
- The shortest contains only three words
- The longest contains 32 words



# Vision Statement Examples:

From the top 100 nonprofits:

- Equality for Everyone. (Human Rights Campaign)
- A just world without poverty. (Oxfam)
- Striving to be the world's leader in patient experience, clinical outcomes, research and education. (Cleveland Clinic)
- That the United States is a humane community in which all animals are treated with respect and kindness. (ASPCA)
- Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country. (VFW)

# Making a Vision Statement:

Who do you want to help?

How do you want to help them?

How do you want to be known?

How do you want people to feel about your club?

Is it concise?

Is it memorable?

Does it spark excitement and motivation?

# Rotary International Vision:

*“Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.”*

# Rotary Club of Margaritaville Vision:

*“We are a club where people unite and take action to create lasting change — for those who need it most, in our communities, our world and in ourselves.”*







# The Numbers

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**PDG Ray Ward**



# Creating Your Membership Goals

Current Membership	32
Goal	34
New Members Needed	2



# Average Loss

Add	Term	Start	Add	Term	Start	Total		Avg		
8-19	18-19	19-20	19-20	19-20	20-21	Add	Term	Add	Term	Diff
4	7	48	5	8	45	23	33	4.6	6.6	-2
1					32	18	17	3.6	3.4	0
3	10	26	3	6	23	25	41	5	8.2	-3
1	18	16	1	2	15	59	44	20	15	5
8	3	47	4	2	49	19	15	3.8	3	0.8
8	3	39	5	3	41	39	28	7.8	5.6	2.2
9	10	60	4	0	64	31	27	6.2	5.4	0.8
10	7	85	10	13	82	54	51	11	10	0.6
15	13	94	7	17	84	60	49	12	9.8	2.2
2	5	18	1	4	15	14	20	2.8	4	-1
1	1	13	1	1	13	6	14	1.2	2.8	-2
2	5	29	2	4	27	23	33	4.6	6.6	-2
17	27	44	16	5	55	130	118	26	24	2.4
0	0	38	1	4	35	12	16	2.4	3.2	-1
6	12	17	6	10	13	23	34	4.6	6.8	-2

# Creating Your Membership Goals

Current Membership	32
Goal	34
New Members Needed	2
Average Loss	3
New Members Needed	5
Prospects Needed	15







# Create the Plan

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**Mike Reiner**





# Questions & Comments Please Raise Your Hand

PLAN





Sharing & Build  
Excitement

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**PDG Ray Ward**





# Homework

- Build Your Plan
- Share Your Plan
- Review Your Plan
- Join Us for Session 3





**THANK  
YOU**

An illustration featuring two hands holding a bright orange banner with the words 'THANK YOU' in white, bold, sans-serif capital letters. The hands are positioned at the bottom corners of the banner, with fingers wrapped around black vertical poles. The hands are light-skinned and are wearing dark grey or black suit sleeves with white cuffs. The background is a solid, light blue color. The banner itself has a slight gradient and a soft shadow, giving it a three-dimensional appearance.