



Planning for the Future of Rotary

- Strategic Planning at Rotary International
- Strategic Planning at Your Rotary Club

An Interactive Discussion at the
2009 District 6880 Annual Conference

Discussion Leader
Jim Golson, MBA, Ph.D.
Assistant Governor, Area 3
Past President, Auburn Rotary Club



“Service Above Self”



Our Goal Today Is to Help You Answer These Questions

- 1. What is Strategic Planning and how can it be useful?**
- 2. What is Rotary International's Strategic Plan?**
- 3. How can your Rotary club develop its Strategic Plan?**

“If you don't know where you are going, any road will get you there.”

Lewis Carroll, Alice's Adventures in Wonderland

Discussion Outline

Strategic Planning at Rotary International

- Rotary International Strategic Planning Guide
- Rotary International Strategic Plan 2007 – 2010

Strategic Planning at Your Rotary Club

- SWOT Analysis Overview
- Getting down to Details at the Club Level
 - Use the SWOT Analysis Template
 - Collect Information for Club-level Strategic Planning
 - Use the Planning Guide for Effective Rotary Clubs
 - Develop and Communicate Annual Goals
 - An Example of Club-Level Annual Goals
- A Case Study – Using Collected Information for Strategic Planning at the Rotary Club of Sample, Alabama

Have a question about strategic planning at your club?
Contact me and I will be glad to help.

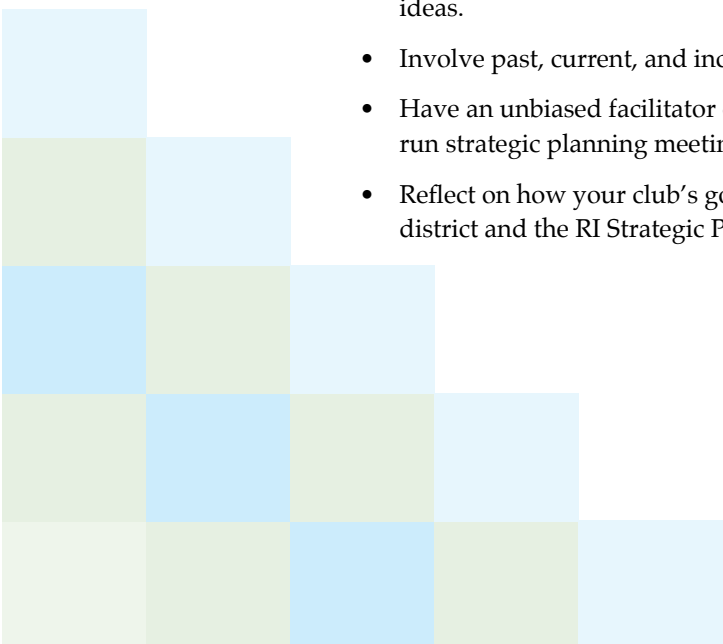
Jim Golson
334-466-3046 (O)
334-502-5064 (H)
jimgolson@excite.com



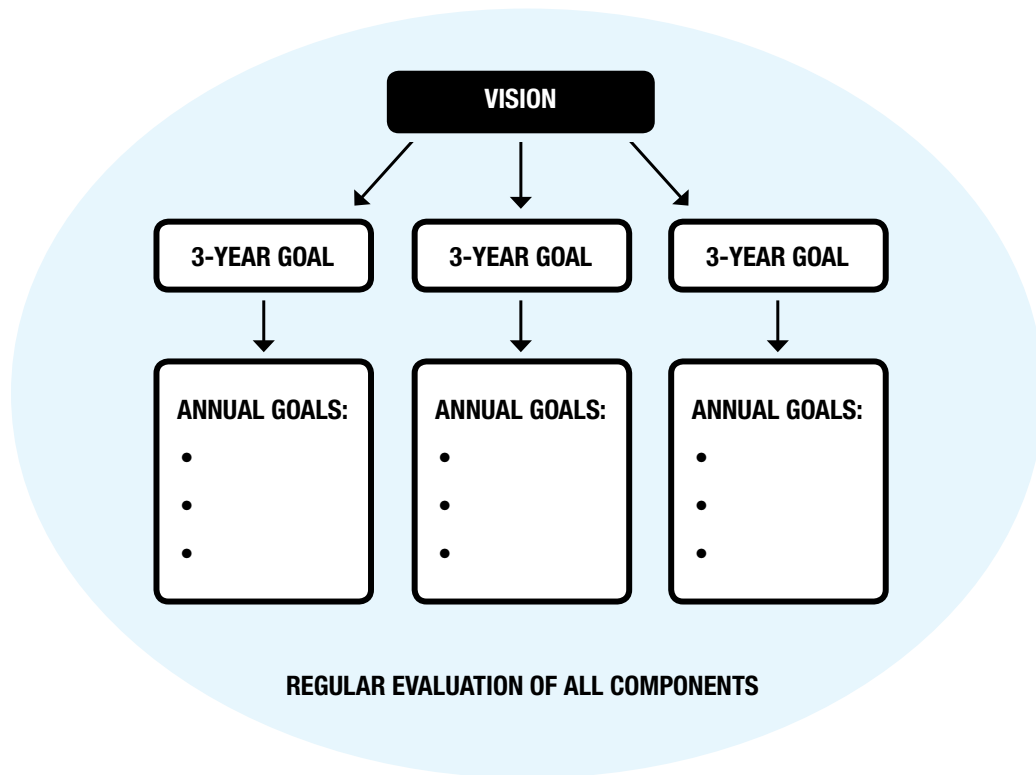
Strategic Planning Guide

Strategic planning helps individuals, clubs, and districts develop a long-range vision and serves as a framework for establishing goals. This guide and the accompanying worksheet provide clubs with a starting point for strategic planning. These resources can also be easily adapted for individuals or districts, and the worksheet can be completed independently or as a group. Facilitators should become familiar with this resource and prepare an agenda before conducting a strategic planning meeting. The agenda should allot the majority of time to the second and third steps of the process, which focus on the future, and less time to the current state of the club.

When conducting the strategic planning process, keep the following tips in mind:

- Include a wide variety of perspectives and consider all ideas.
 - Involve past, current, and incoming club leaders.
 - Have an unbiased facilitator or a small group of facilitators run strategic planning meetings.
 - Reflect on how your club's goals align with those of your district and the RI Strategic Plan.
- 





The Strategic Planning Model

Strategic planning involves creating a vision, with supporting goals that can be regularly evaluated and adjusted as needed.

Process

A strategic plan can be developed by completing the process below. Use the accompanying worksheet to record your ideas.

1. Where are we now?

- Describe your club's current state.
- Brainstorm your club's strengths and weaknesses.

2. Where do we want to be?

- Create a list of 5-10 characteristics that you would like to see in your club three years from now.
- Draft a one-sentence vision statement describing your club three years from now.
- Finalize the vision statement, making sure that all participants support it.

3. How do we get there?

- Brainstorm three-year goals that will help your club achieve the vision, considering:
 - Strengths and weaknesses of the club
 - Programs and missions of RI and its Foundation
 - Involvement of all members
 - Achievability in three years

- Prioritize the three-year goals based on participant consensus. As a group, decide on the top two or three goals that will have the greatest impact as your club works toward the vision.
- Identify annual goals that support each of the top three-year goals.
- Determine the deadlines, resources, and people necessary for meeting the first annual goal for each of the three-year goals.

4. How are we doing?

- Create a strategic planning team to regularly monitor progress and recommend revisions to the plan.
- Allocate sufficient resources for the plan's implementation.
- Evaluate all decisions to make sure they support the plan, providing feedback to the strategic planning team on their implementation.
- Review the strategic plan annually, including the vision statement, three-year goals, and annual goals, and revise as needed.
- Repeat the full strategic planning process every three years to create a new plan or affirm the current one.



ROTARY INTERNATIONAL

Strategic Planning Worksheet

Use the process outlined on the previous page to complete this worksheet and create your strategic plan.

1. **Where are we now?** _____

Today's date: _____

Describe your current state:

Strengths:

Weaknesses:

2. **Where do we want to be?** _____

Target date: _____

Key characteristics of future state:

Vision Statement:

3. **How do we get there?** _____

In order to reach the vision, the following goals must be achieved:

Three-year goals:

In order to achieve the three-year goals, the following annual goals must be achieved.

Note: There is no limit to the number of three-year or annual goals for your strategic plan.

Three-year goal 1: _____

Annual goals:	Deadlines:	Resources needed:
• _____	_____	_____
• _____	_____	_____
• _____	_____	_____

Three-year goal 2: _____

Annual goals:	Deadlines:	Resources needed:
• _____	_____	_____
• _____	_____	_____
• _____	_____	_____

Three-year goal 3: _____

Annual goals:	Deadlines:	Resources needed:
• _____	_____	_____
• _____	_____	_____
• _____	_____	_____

4. **How are we doing?**

List the actions that you will take to follow up on implementation of the plan:

ROTARY INTERNATIONAL

Strategic Plan 2007-10

Mission and Vision

The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, promote high ethical standards, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

The vision of Rotary International is to be universally recognized for our commitment to Service Above Self to advance world understanding, goodwill, and peace.

Core Values

Rotary's core values represent the guiding principles of the organization's culture, including what guides members' priorities and actions within the organization. Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

Service

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

Fellowship

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

Diversity

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

Integrity

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

Leadership

We are a global fellowship of individuals who are leaders in their fields of endeavor. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the Object of Rotary and The Four-Way Test, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining high ethical standards in human relations.

ROTARY INTERNATIONAL

Strategic Plan 2007-10

Priorities and Goals

The plan includes seven priorities, each supported by a set of goals. To determine these priorities, RI surveyed grassroots Rotarians and senior leaders from many parts of the world, asking them what issues would be most important to Rotary in the coming years.

Eradicate polio	<ul style="list-style-type: none"> a) Support the plans and goals of the International PolioPlus Committee b) Maintain and promote Rotarian participation in PolioPlus Partners c) Continue to focus our collaborative relationships on the ultimate goal of polio eradication
Advance the internal and external recognition and public image of RI	<ul style="list-style-type: none"> a) Conduct internal and external public information campaigns to deepen global awareness of Rotary International and its programs b) Engage leadership at all levels in telling the world about Rotary commitments and outcomes
Increase Rotary's capacity to provide service to others	<ul style="list-style-type: none"> a) Emphasize the four Avenues of Service as a way to expand service opportunities b) Provide special emphasis on supporting the improvement of clubs that need assistance c) Refine current training to include innovative ideas d) Expand strategic cooperative relationships at all levels to enhance RI's mission and in a way that protects RI's integrity- e) Improve RI's efficiency and effectiveness in all operational areas
Expand membership globally in both numbers and quality	<ul style="list-style-type: none"> a) Develop and implement a comprehensive plan to strengthen responsibility at the club level for membership development and retention based on best practices b) Extend Rotary to all qualified localities c) Increase the number of young members and those in emerging occupations d) Enhance and emphasize the family of Rotary throughout the Rotary world
Emphasize Rotary's unique vocational service commitment	<ul style="list-style-type: none"> a) Influence ethical decision-making by encouraging Rotarians to join and take leadership roles in business and vocational associations b) Find new ways to develop vocational skills of others, especially people without jobs, by fully utilizing Rotarian expertise and experience c) Develop more vocational forums for learning and information exchange to encourage professional development
Optimize the use and development of leadership talents within RI	<ul style="list-style-type: none"> a) Expand leadership development opportunities at all levels to fully use talents and skills of Rotarians b) Cultivate leadership opportunities for young people c) Periodically assess governance procedures to ensure best practices
Fully implement the strategic planning process to ensure continuity and consistency throughout the organization	<ul style="list-style-type: none"> a) Evaluate and update the RI Strategic Plan every three years to align with Rotarian needs and expectations b) Ensure that The Rotary Foundation Future Vision Plan and the Secretariat's operating plan align with the RI Strategic Plan c) Disseminate the RI Strategic Plan throughout the organization, including districts and clubs, and provide opportunities for input from the membership d) Develop and implement a strategic planning model for Rotary clubs and districts

The eradication of polio is the highest priority of the RI Strategic Plan and the other priorities of the RI Strategic Plan collectively are of equal importance.

Board Approved June/July 2007

ROTARY INTERNATIONAL

Strategic Plan 2007-10

Why these priorities?

The RI Board of Directors considered feedback from Rotarians, senior leaders, and the Strategic Planning Committee, actions of the 2007 Council on Legislation, and historical and cultural factors in developing the plan's priorities.

Polio eradication is Rotary's number-one priority as reaffirmed by the 2007 Council on Legislation. Ensuring that every child is immunized against this devastating disease will remain the organization's corporate focus until the goal of a polio-free world is reached.

Recognition and public image was cited as one of the organization's highest priorities by a majority of Rotarians surveyed. Agreeing that the public perception of Rotary depends largely on the outcomes of grassroots service efforts, the Board will continue to provide public relations grants to help clubs and districts deliver the message about their good work.

Service is the heart of Rotary. The Rotary Foundation, which plays a key role in supporting Rotary service, is developing new models that emphasize the benefits of Rotary service to the world and measure its results. Together, the RI Strategic Plan and the Foundation's Future Vision Plan can enhance and promote the service achievements of clubs and districts.

Expanding membership is a key priority for Rotary and for all clubs. The Board encourages members to share Rotary with others by seeking out qualified men and women from all demographic groups who will bring new talents and enthusiasm to clubs.

Vocational service is a unique feature of Rotary membership. Recognizing that as leaders in their professions, Rotarians can influence ethical decision making, the Board encourages members to use their expertise to help students, the unemployed, and other job seekers develop vocational skills.

Leadership talents abound in Rotary. To optimize these talents, the Board encourages clubs and districts to expand opportunities at all levels and especially for young leaders that keep them involved and ensure a strong future at the club, district, and international levels.

What impact does strategic planning have on clubs and districts?

The Board encourages all Rotarians, clubs, and districts to think strategically because planning throughout the entire organization will lead to far greater successes, both locally and internationally. Clubs and districts can use the priorities in the RI Strategic Plan as a basis for developing their own plans, tailoring them to their size, the varied skills of their membership, and the needs of the communities in which they serve. Clubs and districts can start their long-term planning process simply by asking their members the following three questions:

- *Where are we now?* The answer will help clubs identify their purpose (or mission), as well as their strengths, weaknesses, opportunities, and threats (competitive advantages and disadvantages).
- *Where do we want to be?* By answering this question, clubs can identify their expectations, vision, and strategies.
- *How do we get there?* The answers will address the gaps between mission and vision and help the club develop specific goals, objectives, tactics, and actions to achieve that vision.

For information purposes only—Not Board Approved

SWOT Analysis Overview for Rotary Clubs



SWOT analysis is a tool for a Rotary club to use as the first stage of planning. It helps club officers and board members focus on key issues.

SWOT stands for **strengths, weaknesses, opportunities, and threats**.

- Strengths and weaknesses are **internal** factors.
- Opportunities and threats are **external** factors.

Examples of Strengths:

- Membership growth.
- Strong support for local community needs funding.
- Strong support for the Rotary Foundation.
- Comfortable meeting place with good food.
- Up to date constitution and bylaws.
- Any other aspect of your club that adds value to your ability to meet the objectives of Rotary.

Examples of Weaknesses:

- Declining membership.
- Weak support for local community needs projects.
- Weak support for the Rotary Foundation.
- Poor meeting place and/or food.
- Poor reputation among service clubs in your area.

Examples of opportunities:

- Strong local economy with new businesses opening.
- Local university with civic-minded faculty and administrators.

SWOT Analysis Overview for Rotary Clubs

- Lack of membership among vocations with local presence.
- Other local civic clubs with less attractive programs and services for their members.

Examples of threats:

- An aggressive membership campaign by another local civic club.
- A substantial increase in the charge for club meeting space or meals.
- Weak local economy with businesses closing.

Simple rules for a successful SWOT analysis.

- Be realistic about the strengths and weaknesses of your club when conducting a SWOT analysis.
- SWOT analysis should distinguish between where your organization is today, and where it could be in the future.
- SWOT should always be specific. Avoid grey areas as much as possible.
- Keep your SWOT short and simple. Avoid complexity and over analysis

SWOT Analysis Template

Rotary Club _____

(This particular example is for a Rotary Club. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

criteria examples

- Membership growth.
- Strong support for local community needs funding.
- Strong support for the Rotary Foundation.
- Comfortable meeting place with good food.
- Up to date constitution and bylaws.
- Any other aspect of your club that adds value to your ability to meet the objectives of Rotary.

strengths

weaknesses

criteria examples

- Declining membership.
- Weak support for local community needs projects.
- Weak support for the Rotary Foundation.
- Poor meeting place and/or food.
- Poor reputation among service clubs in your area.

criteria examples

- Strong local economy with new businesses opening.
- Local university with civic-minded faculty and administrators.
- Lack of membership among vocations with local presence.
- Other local civic clubs with less attractive programs and services for their members.

opportunities

threats

criteria examples

- An aggressive membership campaign by another local civic club.
- A substantial increase in the charge for club meeting space or meals.
- Weak local economy with businesses closing.

APPENDIX 39

PLANNING GUIDE FOR EFFECTIVE ROTARY CLUBS



Rotary International

The *Planning Guide for Effective Rotary Clubs* is a tool to help clubs assess their current state and establish goals for the coming year. It is based on the Club Leadership Plan. The strategies listed in each section are common ways clubs might choose to pursue goals. Clubs are encouraged to develop alternative strategies to achieve their goals when appropriate. Presidents-elect should complete this form in cooperation with their club and submit a copy of it to their assistant governor by 1 July.

Download a Microsoft Word version at www.rotary.org.

Rotary Club of _____ Rotary year of office: _____

Name of president: _____

Mailing address: _____

Telephone: _____ Fax: _____ E-mail: _____

MEMBERSHIP

Current State

Current number of members: _____

Number of members as of 30 June last year: _____ 30 June five years ago: _____

Number of male members: _____ Number of female members: _____

Average age of members: _____

Number of Rotarians who have been members for 1-3 years: _____ 3-5 years: _____ 5-10 years: _____

Number of members who have proposed a new member in the previous two years: _____

Check the aspects of your community's diversity that your club membership reflects:

Profession Age Gender Ethnicity

Our classification survey was updated on _____ and contains _____ classifications, of which _____ are unfilled.
(number) (date) (number)

Describe club's current new member orientation program:

Describe club's continuing education programs for both new and established members:

Our club has sponsored a new club within the last 24 months. Yes No

Number of Rotary Fellowships and Rotarian Action Groups members participate in:

What makes this club attractive to new members?

What aspects of this club could pose a barrier to attracting new members?

Future State

Membership goal for the upcoming Rotary year: _____ members by 30 June _____
(number) (year)

Our club has identified the following sources of potential members within the community:

How does the club plan to achieve its membership goals? (check all that apply)

- Develop a retention plan that focuses on maintaining high levels of enthusiasm through participation in interesting programs, projects, continuing education, and fellowship activities
- Ensure that the membership committee is aware of effective recruitment techniques
- Develop a recruitment plan to have the club reflect the diversity of the community
- Explain the expectations of membership to potential Rotarians
- Implement an orientation program for new members
- Create a brochure that provides general information about Rotary as well as specific information about the club for prospective members
- Assign an experienced Rotarian mentor for every new club member
- Recognize those Rotarians who sponsor new members
- Encourage members to join a Rotary Fellowship or Rotarian Action Group
- Participate in the RI membership development award programs
- Sponsor a new club
- Other (please describe):

Action steps:

SERVICE PROJECTS

Current State

Number of Rotary Youth Exchange students: Hosted _____ Sponsored _____

Number of sponsored Interact clubs: _____ Rotaract clubs: _____ Rotary Community Corps: _____

Number of RYLA (Rotary Youth Leadership Awards) activities: _____

Number of Rotary Friendship Exchanges: _____

Number of registered Rotary Volunteers: _____

Number of World Community Service (WCS) projects: _____

Number of other current club service projects:

Future State

Our club has established the following service goals for the upcoming Rotary year:

For our local community:

For communities in other countries:

How does the club plan to achieve its service goals? (check all that apply)

- Ensure the service projects committee is aware of how to plan and conduct a service project
- Review the club’s current and ongoing service projects to confirm that they meet a need and are of interest to club members
- Identify the social issues in the community that the club wants to address through its service goals
- Assess the club’s fundraising activities to determine if they meet project funding needs
- Involve all members in the club’s service projects
- Conduct or obtain a needs assessment of the community or communities in other countries
- Recognize club members who participate in and provide leadership to the club’s service projects
- Identify a partner club with which to carry out an international service project
- Participate in:
 - Interact Rotary Friendship Exchange World Community Service
 - Rotaract Rotary Volunteers Rotary Youth Exchange
 - Rotary Community Corps RYLA (Rotary Youth Leadership Awards)
- Use a grant from The Rotary Foundation to support a club project
- Other (please describe):

Action steps:

THE ROTARY FOUNDATION

Current State

Number of grants awarded:

District Simplified Grants: _____ Volunteer Service Grants: _____

Matching Grants: _____ Health Hunger and Humanity (3-H) Grants: _____

Number of Ambassadorial Scholars: Nominated _____ Selected _____ Hosted _____

Number of GSE team members: Nominated _____ Selected _____ Hosted _____

Number of Rotary Grants for University Teachers: Nominated _____ Selected _____

Number of Rotary World Peace Fellows: Nominated _____ Selected _____ Hosted _____

Number of Rotary Conflict Studies Fellows: Nominated _____ Selected _____

Number of PolioPlus or PolioPlus Partners activities: _____

Current year's contributions to Annual Programs Fund: _____

Current year's contributions to Permanent Fund: _____

Number of club members who are

Paul Harris Fellows: _____ Benefactors: _____ Major Donors: _____

Rotary Foundation Sustaining Members: _____ Bequest Society Members: _____

Number of Foundation alumni tracked by your club: _____

Future State

Our club has established the following Rotary Foundation goals for the upcoming Rotary year:

Our club's Annual Programs Fund contribution goal is _____.

Our club's Permanent Fund contribution goal is _____.

Our club will participate in the following Rotary Foundation programs:

How does the club plan to achieve its Rotary Foundation goals? (check all that apply)

- Ensure the club's Rotary Foundation committee understands the programs of The Rotary Foundation and is committed to promoting financial support of the Foundation
- Help club members understand the relationship between Foundation giving and Foundation programs
- Plan a club program about The Rotary Foundation every quarter, especially in November, Rotary Foundation Month
- Include a brief story about The Rotary Foundation in every club program
- Schedule presentations that inform club members about The Rotary Foundation
- Ensure club's Rotary Foundation committee chair attends the district Rotary Foundation seminar
- Use Rotary Foundation grants to support the club's international projects
- Recognize club members' financial contributions to The Rotary Foundation and their participation in Foundation programs
- Encourage each club member to contribute to the Foundation every year
- Participate in:
 - Group Study Exchange
 - Matching Grants
 - District Simplified Grants
 - 3-H Grants
 - Volunteer Service Grants
 - PolioPlus/PolioPlus Partners
 - Host/Sponsor Ambassadorial Scholar(s)
 - Sponsor a Rotary World Peace Fellow
 - Sponsor a University Teacher
 - Sponsor a Rotary Conflict Studies Fellow
- Invite Foundation program participants and alumni to be part of club programs and activities
- Other (please describe):

Action steps:

LEADERSHIP DEVELOPMENT

Current State

Number of club leaders who attended

District assembly: _____ District Rotary Foundation seminar: _____

District membership seminar: _____ District leadership seminar: _____

District conference: _____

Number of club members involved at the district level: _____

Number of visits from the assistant governor this past Rotary year: _____

Future State

Our club has established the following goals for developing Rotary leaders for the upcoming Rotary year:

How does the club plan to develop Rotary leaders? (check all that apply)

- Have the president-elect attend PETS and the district assembly
- Have all committee chairs attend the district assembly
- Encourage interested past presidents to attend the district leadership seminar
- Use the expertise of the club's assistant governor
- Encourage new members to assume positions of leadership through participation in club committees
- Ask club members to visit other clubs to exchange ideas and share what they learn with the club
- Other (please describe): _____

Action steps:

PUBLIC RELATIONS

Current State

List club activities covered by the media and the type of media (radio, newspaper, television, etc.):

Future State

Our club has established the following public relations goals for the upcoming Rotary year:

How does the club plan to achieve its public relations goals? (check all that apply)

- Ensure that the public relations committee is trained in how to conduct media campaigns
- Conduct public relations efforts for all service projects
- Conduct a public awareness program targeted at the business and professional community about what Rotary is and what it does
- Arrange for a public service announcement to be broadcast on a local television channel

Other (please describe):

Action steps:

CLUB ADMINISTRATION

Current State

How often and when does the club board meet? _____

When are club assemblies held? _____

How is the club budget prepared? _____ Is it independently reviewed by a qualified accountant? _____

Does the club have a long-range plan in place? _____

Has the club developed a system for continuity of leadership on its board, committees, etc.? _____

Has the club developed a system for keeping all members involved in the club? _____

Does the club use Member Access on www.rotary.org to update its membership list? _____

How often is the club's bulletin published? _____

Describe how weekly club programs are organized:

How often is the club's Web site updated? _____

Does your club observe the special months of the Rotary calendar, such as Rotary Foundation Month and Magazine Month? _____

How often does your club conduct fellowship activities? _____

How does the club involve the families of Rotarians? _____

Future State

What plans have you made to carry out the administrative tasks of the club? (check all that apply)

Regular board meetings have been scheduled.

The club's long-range and communication plans will be updated.

_____ club assemblies have been scheduled on the following dates: _____
(number)

The club has either adopted the latest version of the Recommended Rotary Club Bylaws or revised its own bylaws (recommended after each Council on Legislation).

Club elections will be held on _____.
(date)

At least _____ delegates will be sent to the district conference.
(number)

A club bulletin will be produced to provide information to club members.

- The club's Web site will be updated _____ times per year.
(number)
- A plan has been developed to have interesting and relevant weekly club programs.
- RI Club Administration Software (RI-CAS) or similar software will be used to assist with administration activities.
- Monthly attendance figures will be reported to the district leadership by the _____ day of the following month.
(number)
- Member Access will be used to maintain club records (by 1 June and 1 December to ensure accurate semiannual reports).
- Membership changes will be reported to RI within _____ days.
(number)
- Reports to RI, including the semiannual report, will be completed on a timely basis.
- The following fellowship activities for all club members are planned for the year:

- Other (please describe):

Action steps:

Our club would like assistance from the assistant governor or governor with the following:

Our club would like to discuss the following issues with the governor or assistant governor during a visit to our club:

Club President Signature

Rotary Year

Assistant Governor Signature

Date

Date

SUMMARY OF GOALS FOR _____ ROTARY YEAR

For each goal your club has identified for the upcoming Rotary year, indicate which Avenue of Service it addresses. To ensure a balanced service effort, you should have at least one goal that address each Avenue of Service. Most goals will address more than one avenue.

	Club Service	Vocational Service	Community Service	International Service
Membership goal _____ members by 30 June _____ (number) (year)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service goals For our local community: For communities in other countries:	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
The Rotary Foundation goals Our club's Annual Programs Fund contribution goal is _____. Our club's Permanent Fund contribution goal is _____. Our club will participate in the following Rotary Foundation programs:	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Leadership development goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public relations goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club administration goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other goal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other goal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(506)

Auburn Rotary Club Goals for 2007-2008

Goal Area	Goals
Presidential Citation	
	Meet the requirements for a Presidential Citation for our club by achieving one or more goals from each goal area below plus those goals that are specifically required to be met for the Presidential Citation.
Membership	
	Achieve a net increase of 1 member by 3/31/08 (Required for Presidential Citation)
	Club president bring in one new member by 3/31/08 (Required for Presidential Citation)
	Give formal recognition to any club member who recruits more than one new member by 3/31/08.
	Report new members monthly to RI by using Member Access on the RI Web site (www.rotary.org).
Club Service	
	Appoint a family of Rotary committee to assist with projects and activities for Rotarians and their families.
	Include non-Rotarian family members (for example, spouses, children, parents, widows, widowers) into the family of Rotary through service and fellowship activities on at least five occasions.
	Give a subscription of <i>The Rotarian</i> to our local public or high school library.
	Review progress toward achievement of the club vision and club goals quarterly in Club Assembly meetings
	Actively provide information on club and Rotary activities to members and the general public
	Share Rotary with the general public by placing a public service announcement in a print publication, on a radio or TV program, or on a billboard
Vocational Service	
	Present all new club members with a copy of The Four Way Test.
	Have members state the Four Way Test in the opening ceremonies of each club meeting
	Organize a vocational service activity during Vocational Service Month (October) or at another more appropriate time during the year.
	Ensure that our Interact and Rotaract clubs are active.
	Sponsor at least one participant in a Rotary Youth Leadership Awards (RYLA) event.
Community Service	
	Continue our community affairs projects with support from monthly donations from each member
	Expand the scope of our community affairs projects through the development and implementation of a major fund raising activity
	Conduct a water project in our local community.

Auburn Rotary Club Goals for 2007-2008

	Sponsor or participate in a community literacy project.
	Support the Camp ASCCA camp for kids with disabilities and special needs by donating through the District to support their Renew project.
	Educate club members on the District Simplified Grant (DSG) process and apply for a DSG in support of a project in our community.
International Service	
	Educate club leadership on the functions of The Rotary Foundation.
	Participate in a Matching Grant program
	Encourage every club member to become an Every Rotarian – Every Year contributor by donating \$100 or more to the Rotary Foundation.
	Increase by 10% over last year the per capita giving to this campaign by the end of the Rotary year.
	Increase the number of Paul Harris Fellows in the club by three.
	Have at least one member become a charter member of the District 6880 Paul Harris Society.
	Have at least one additional club member become a Benefactor or Major Donor.
	Nominate at least one candidate for either an Ambassadorial Scholarship or Cultural Scholarship.
	Participate in the district support for the incoming GSE team from Brazil.
Leadership	
	At least one club member actively participate in district leadership activities as an officer or committee chair.
	At least one member attend the district assembly
	At least one member attend the mid-year district conference
	At least one member attend the district conference
	Attend the President-elect Training Seminar
	Attend the Secretary-elect Training Seminar
	Club officers and directors develop a three-year plan for club activities

