

Strategic Planning For Your Club



What is a Strategic Plan?

A Strategic Plan helps clubs to develop a long range plan which serves as a framework for establishing your goals and objectives. To do this however you need to answer three main questions ..

Where are we now?

Where do we want to be?

How do we get there?



Clubs that follow a strategic plan report higher levels of member engagement, retention, and satisfaction.



How to Develop a Strategic Plan

- Involve past, current and incoming club leaders.
- Include a wide variety of perspectives by involving the full club.
- Consider all ideas.
- Reflect on how your club's goals align with District and RI Strategic Plans
- Be prepared to revisit your plan each year and adjust your strategic priorities and annual goals as needed.





Rotary International Strategic Plan

ROTARY VALUES





STRATEGIC PLAN

OUR VALUES IN ACTION

Through **fellowship**, we build lifelong relationships that promote greater global understanding.

With **integrity**, we honor our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our vocational expertise, **service**, and **leadership** to tackle some of the world's greatest challenges.

Support and strengthen clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new clubs
- Encourage strategic planning at club and district levels



Focus and increase humanitarian service

- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

Enhance public image and awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

District 7030 Strategic Plan for 2016-2019



Strategic Planning for Your Club .. A Checklist

1. Where are we now?

- Create a list of your club's **strengths and weaknesses** as of today.
- Create a list of **opportunities and challenges** facing your community.

2. Where do we want to be?

- Create a list of 5 to 10 characteristics that you would like to see in your club 3-5 years from now.
- Draft a one-sentence **vision statement** describing your club and what you want it to be in 3-5 years.
- Finalize the vision statement with the full group, and make sure that all club members support it.



- As a group, decide on the most important **strategic priorities** — those that will have the greatest impact as your club works toward the vision.
- Identify **annual goals** that support each of the top strategic priorities.
- Determine the **timeline, resources, and people** necessary to meet the annual goals under each of the strategic priorities.



3. How are we doing?

- Create a strategic planning team to regularly **monitor progress** and recommend revisions to the plan, if needed.
- **Allocate sufficient resources** for the plan's implementation.
- Continually **evaluate all decisions** to make sure they support the plan, providing feedback to the strategic planning team on their implementation.



- Repeat the full strategic planning process every 3-5 years to create a new plan or uphold the current one.
- **Review your strategic plan annually** with all club members, including the vision statement, strategic priorities, and annual goals and revise as needed.
- Enter your Annual Goals into **Rotary Club Central**.



ONLINE TOOLS

www.rotary.org/strategicplan

www.rotary.org/myrotary

[www.rotary.org/myrotary/en/document/
vibrant-club-your-club-leadership-plan-
caribbean-245en-c](http://www.rotary.org/myrotary/en/document/vibrant-club-your-club-leadership-plan-caribbean-245en-c)

