

Welcome to



Club Strategic & Long-Range Plan

IPP T. J. Myers
Rotary Club of Snow Hill

Club Strategic Planning

Pre-PETS Conference
TJ Myers, Snow Hill Club
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Topics

- Strategic Planning: What and Why?
- Plan development



What is a Strategic Plan?



- Strategic planning at its most basic:

A group of people getting together, agreeing what they want to accomplish over the next few years, and writing it down on paper.

Why have a strategic plan?

- The Rotary International Vision:
“...people unite and take **action** to create lasting change...”
- Defining the **actions** each club wants to take allows a club to:
 - Unite around a common purpose.
 - Set long- and short-term goals and objectives.
 - Identify needed resources to attain those goals.
 - Measure success.



Is it difficult?

Relax



- Strategic Planning can be informal.
- Don't make the process more difficult than necessary!

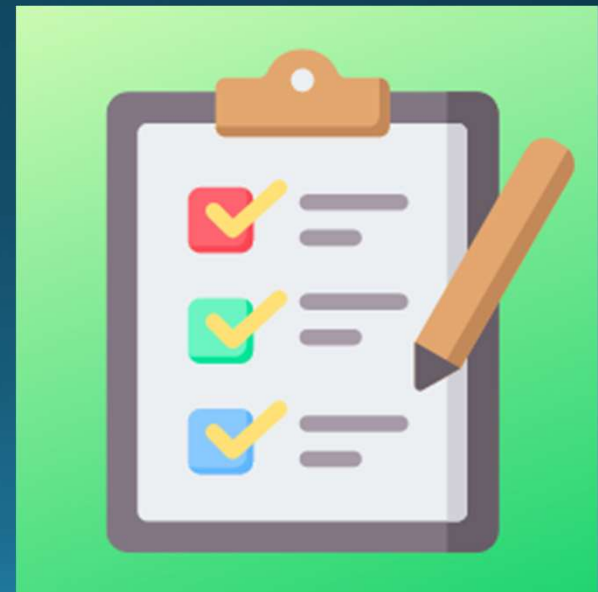
Plan Development

1. Seek input.
2. Define your Vision, Mission, and Values.
3. Define your Goals, Objectives, and Tactics.
4. Measure your Progress.



1. Seek Input

- Establish a strategic planning committee.
- Do you already have a plan that needs updating or are you starting fresh?
- District and RI resources.
- Survey your members.
- Collect input from your Committees.
- Survey the community.



District and RI Resources

- District 7630 Strategic Plan
- RI Strategic planning tools
- RI Action Plan
 - Increase our impact
 - Expand our reach
 - Enhance participant engagement
 - Increase our ability to adapt
- RI Areas of Focus
 - Basic education & literacy
 - Maternal & child health
 - Peace & conflict prevention/resolution
 - Disease prevention & treatment
 - Water, sanitation & hygiene
 - Community & economic development
 - Support the environment

Survey Your Members

Please list three
STRENGTHS of our
club.

Please list three
WEAKNESSES of
our club.

Please list three
OPPORTUNITIES
our club could
address.

Please list three
THREATS our club
faces.

What does our club
do now that we
should **CONTINUE**
TO DO?

What does our club
do now that we
should **NO**
LONGER DO?

What is our club
NOT DOING NOW
that we should be
doing?

Analyze Survey Results

- Categorize and tabulate narrative responses
 - Example: **Q5: What does our Club do now that we should continue to do?**

Education initiatives (7)

- All our initiatives that support education (scholarships, TOY, Men Who Care, etc.).
- Continue the Larry Knudsen and Laurel Anderson Scholarships.
- Scholarships for the purposes of supporting and encouraging training and education .
- The Club should continue its great relationship with local schools and the Board of Education through scholarships, RYLA, and Teacher of the Year events. These programs are central to the Club's identity in the local community.
- Scholarships.
- Support our next generation of our community such as scholarships, Judy Center, etc... as our local initiative.
- TOY.

2. Define your Vision, Mission, and Values

- **Vision:** The ideal state you want to become.
- **Mission:** Who you are and how you work to achieve the ideal.
- **Values:** What drives you to reach for the ideal.
- **RI has already done this for you!**
 - Adapt them to your Club's needs.



VISION

The Rotary Club of Snow Hill is committed to doing our part to fulfill the Vision of Rotary International:

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

Mission

“The Mission of our Club is to reflect the values and vision of Rotary International through the work we do in the Snow Hill community and beyond, while putting service above self.”

Values

The values of Rotary International are also our values:

Fellowship Integrity Diversity Service Leadership

3. Define your Goals, Objectives and Tactics

- **Goal:** Something you want to achieve.
- **Objectives:** Actions to achieve the Goal.
- **Tactics:** The steps and resources applied to carry out each Objective.

- Goals should be **SMART:**

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound



Goals Examples



- Snow Hill Club's four goals are:

1. Support and strengthen our Club.
2. Focus and increase our humanitarian service.
3. Enhance our public image and awareness.
4. Support local economic development.

Objectives Examples

- **Goal 1: Support and strengthen our Club.**
- Objective 1.1. Identify, invite, and **recruit new members**, with a focus on underrepresented populations (people of color and people under age 50).
- Objective 1.2. Explore and develop **new Club membership options**.
- Objective 1.3. Assure that all new members have a **sponsor and mentor**.
- Objective 1.4. Hold **social events** that engage Club members and potential new members outside of regular meetings.
- Objective 1.5. Hold traditional weekly meetings (speakers) while **exploring other meeting formats** for conducting Club business.
- Objective 1.6. Assign tasks to **Club committees** to utilize the talents of our members and make recommendations to the Board of Directors and Membership.

4. Measure your progress



- Don't write a plan and then place it on a shelf.
- Assign Goals and Objectives to committees and check in often (e.g., quarterly).

Questions?

