STRATEGIC GOAL SETTING

Rotary District 7980 | BE THE INSPIRATION

What is a Vision Statement?

- **Describes a desired future state**
- **Answers the question, "Where do I want to go?"**

Why is Vision important?

- Creates focus and direction
- Challenges the status quo
- Creates a sense of purpose
- When written will "crystallize" ideas
- Builds excitement and passion
- "If you don't know where you're going how will you know when you get there?" (Yogi Berra)

Who needs a Vision Statement?

- Businesses
- Organizations (i.e.- Rotary Clubs)
- Individuals

Everyone who wants to accomplish important goals should have a vision statement.

Rotary International
— Vision Statement —

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

What is Strategy?

- **Describes how the vision will be achieved**
- **Answers the question, "How am I going to get there?"**
- **Vision without a strategy is "pie in the sky"**
- **Goals are developed based on strategy**

Rotary International

OUR STRATEGIC GOALS

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

Developing Goals

- **Must meet the following SMART requirements-**
  - Specific
  - Measurable
  - Attainable
  - Relevant
  - Time-bound

Examples of Goals

- Have a net increase of 5 members by June 30, 2019.

- Implement 1 new fundraiser that nets a minimum of $5K.

- Have 4 social events over the next year that.

How can my Rotary Club use Vision & Strategy?

- To build consensus on the board
- To help direct efforts of club in developing new programs
- To build excitement among members
- To recruit new members
- To keep the club on track so that it accomplishes the goals that were set

Tools to Build Goals

ROTARY CLUB
HEALTH CHECK

Just as routine doctor's visits help us identify health risks before they become serious, a club health check can diagnose problem areas and prescribe remedies.

By using this health check, you're taking a step to maintain your club's health and preserve its value for members and the community.

Place a check mark in the boxes next to the statements you consider to be true. Then act on the suggested remedies for any problem areas you've identified.

Rotary

BE A VIBRANT CLUB

NORTH AMERICA

YOUR CLUB LEADERSHIP PLAN
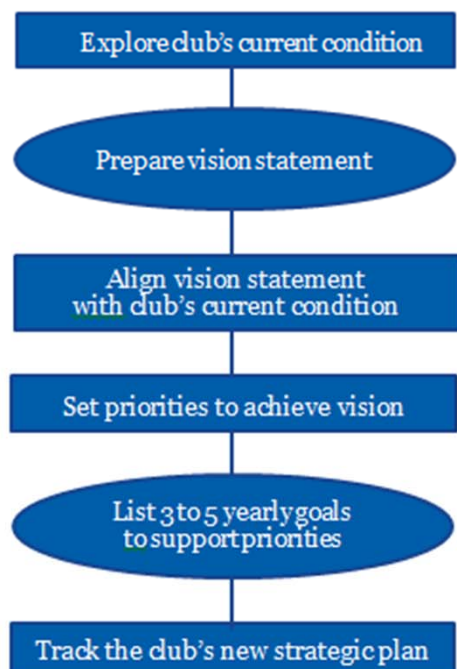
Rotary

STRATEGIC PLANNING GUIDE

How would you rate your club? Typically, Rotary clubs with a strategic plan are stronger than clubs without one. Research shows that members of clubs with a plan were more satisfied and had a more positive view of their clubs and Rotary overall.

This guide will help you set long-term priorities and goals, all of which will support your club's vision. It's designed for Rotary clubs, but districts can use it too. As you prepare a strategic plan, consider these tips:

- Build a team of past, present, and incoming club leaders to oversee the plan's development and use.
- Ask an unbiased facilitator to run strategic planning meetings.
- Include a variety of perspectives by involving a diverse range of club members.
- See how your club's goals reflect those of your district and Rotary's strategic plan.

The Strategic Planning Model
Create a vision for your club, with strategic priorities that will help you achieve it. Then set yearly goals that support each strategic priority.

Explore club's current condition

Prepare vision statement

Align vision statement with club's current condition

Set priorities to achieve vision

List 3 to 5 yearly goals to support priorities

Track the club's new strategic plan

Goal Center

The Goal Center is where you choose and set the goals your club will focus on, and track progress.
Please note: data reported outside Rotary Club Central, including data reported in My Rotary, will be delayed for at least 24 hours.

All Club Groups ⌄   All Clubs ⌄

Search clubs...

Rotary Club of **Newtown**

〈   **2017-18**   〉

🖶 PRINT

10 OF 25 ACHIEVEMENT

| Members & Engagement | Rotary Foundation Giving | Service | Young Leaders | Public Image | Rotary Citation | All |

	ACHIEVEMENT	GOAL
Club membership 〉 Show goal details and history	30 ✅ OF As Of 4-Apr-18	3
Service participation 〉 Show goal details and history	- OF	30
New member sponsorship 〉 Show goal details and history	- OF	2
Rotarian Action Group participation 〉 Show goal details and history	- OF	1
Leadership development participation	ACHIEVEMENT	GOAL

Let's Set Some Goals