

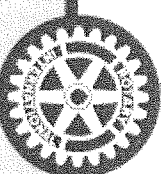
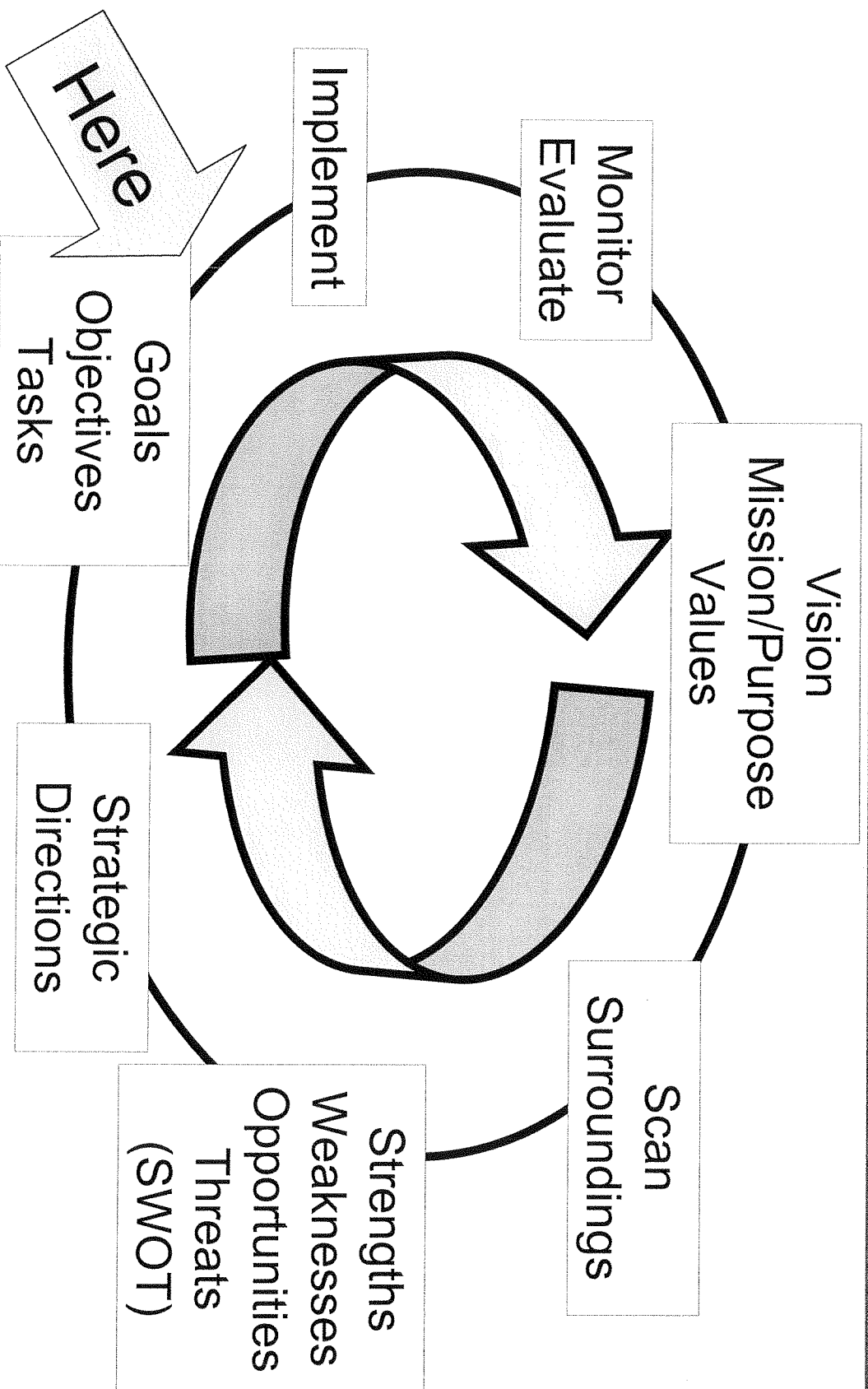
"We are the service organization of choice providing a friendly forum for members to use their skills and talents to serve the local, national, and international communities."

- Draft Vision Statement of the Rotary Club of St. Catharines South

**We provide service to others,
promote integrity, and advance
world understanding, goodwill,
and peace through our
fellowship of business,
professional, and community
leaders.**

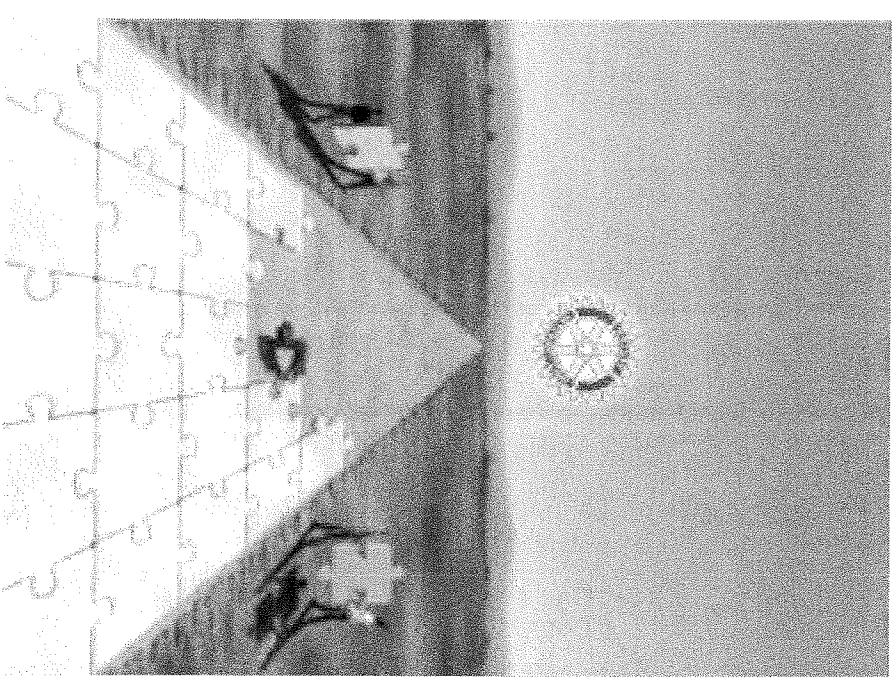
- RI's Mission Statement

Strategic Planning Process



Why a long-term plan locally?

- Participation and inclusion
- Motivation and focus
- Continuity and collaboration
- Inspires and develops
- Prepares for the bright future of Rotary



Strategic Planning Committee Meeting July 26, 2010

Present: Roseanne Morissette, John Teibert, Sheila Bristo

The focus of the meeting was to discuss a draft Strategic Planning Worksheet

1 Where is our club now?

Describe Your Current State:

- 41 members
- Good age demographic
- Attendance is good
- Dues are paid
- Financial health is sound
- High level of accountability
- Solid committee structure in place
- Donations are ad-hoc outside of literacy, polio, dental project, Take it To Heart. Hospice Niagara
- Board is committed

Strengths

- Members are close and are knowledgeable of each other and their skills
- Good succession plan
- Friendly club, good cross section of men and women
- High level of financial accountability
- Recent new members are younger
- Mix of younger and older members
- Meeting Presidential Citation goals
- People can be involved as time permits
- Members can have their ideas implemented with support of the club
- Public relations is strong
- Open to innovation

Weaknesses

- Need to improve diversity of members
- Knowledge transfer from Presidents could be better. Some documents are missing (central/ongoing storage?)
- Need to get more involved
- Need a common long term goal or target that brings the club together and brands the club i.e. focus on children/or other target group fundraiser or an event (similar to Ribfest, TV auction—something that is automatically associated with the club for the long term)
- Not at optimal size. Target is 60 with 50 active

- Could have a closer connection/commitment to international work
- Need to get more members to District Assembly and events outside our club
- Education need on youth projects such as RYLA , interact

2. Where Do We Want to Be?

Key Characteristics of the Future State:

- 60 members+
- Significant signature event or cause (international or local)
- Increased diversity
- We are friendly warm and caring
- Have a strong accountability structure
- Financially viable with one year reserve
- Open to innovation and new ideas
- Supportive of members ability to volunteer more or less over the years

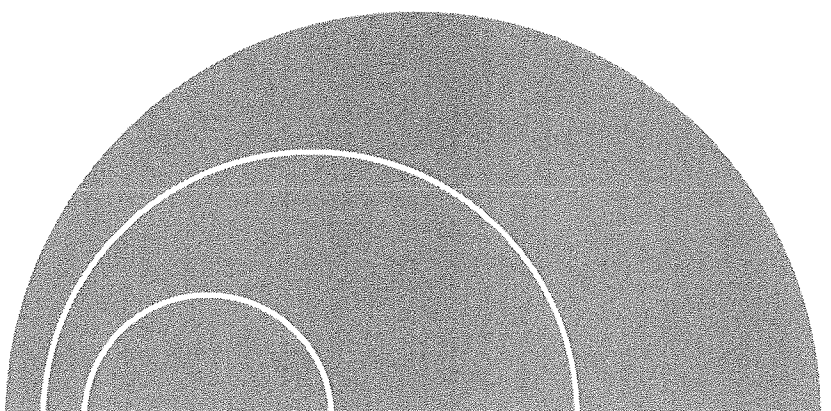
Should we be thinking bigger??? i.e. 100 members

Next Steps:

- Share draft at August Board Meeting and post on club website, share at future regular meeting
- Forward to Nan as a background to the vision session
- Meet with Nan to review work to date and plan for October Visioning session
- Facilitate Visioning session at October Assembly with target of having a solid draft vision at the end of the meeting.

The Rotary Club of Brantford Sunrise

Vision 2015-2016

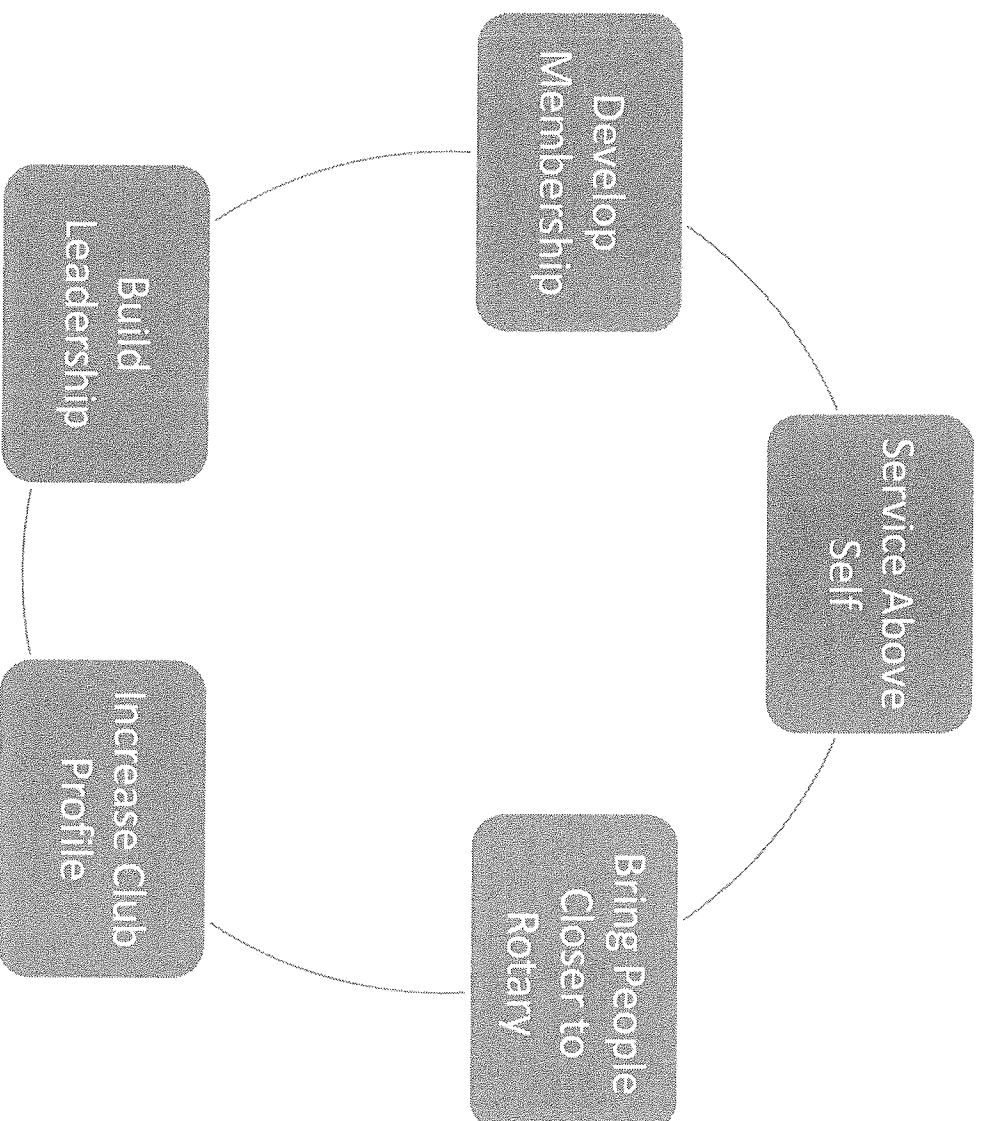


Service Above Self	<ul style="list-style-type: none">• Make a Difference Locally• Make a Difference Globally
80+ Members	<ul style="list-style-type: none">• Reflect our Community• Closer to Rotary
Raise \$150000	<ul style="list-style-type: none">• Increase Club Profile• Build Leadership

The Rotary Club of Brantford Sunrise

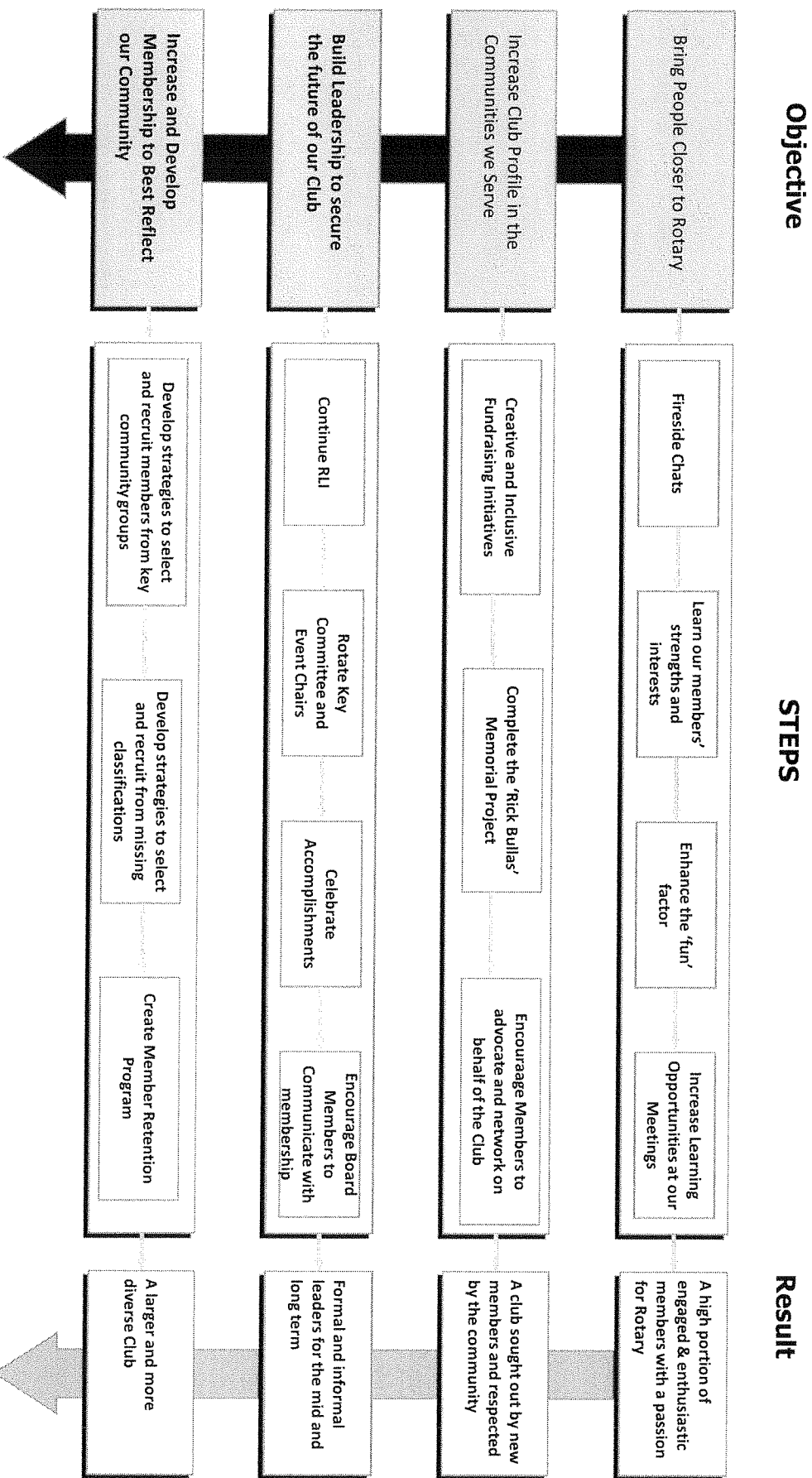
Strategic Plan 2010

Service Above Self: A better World Begins With You!

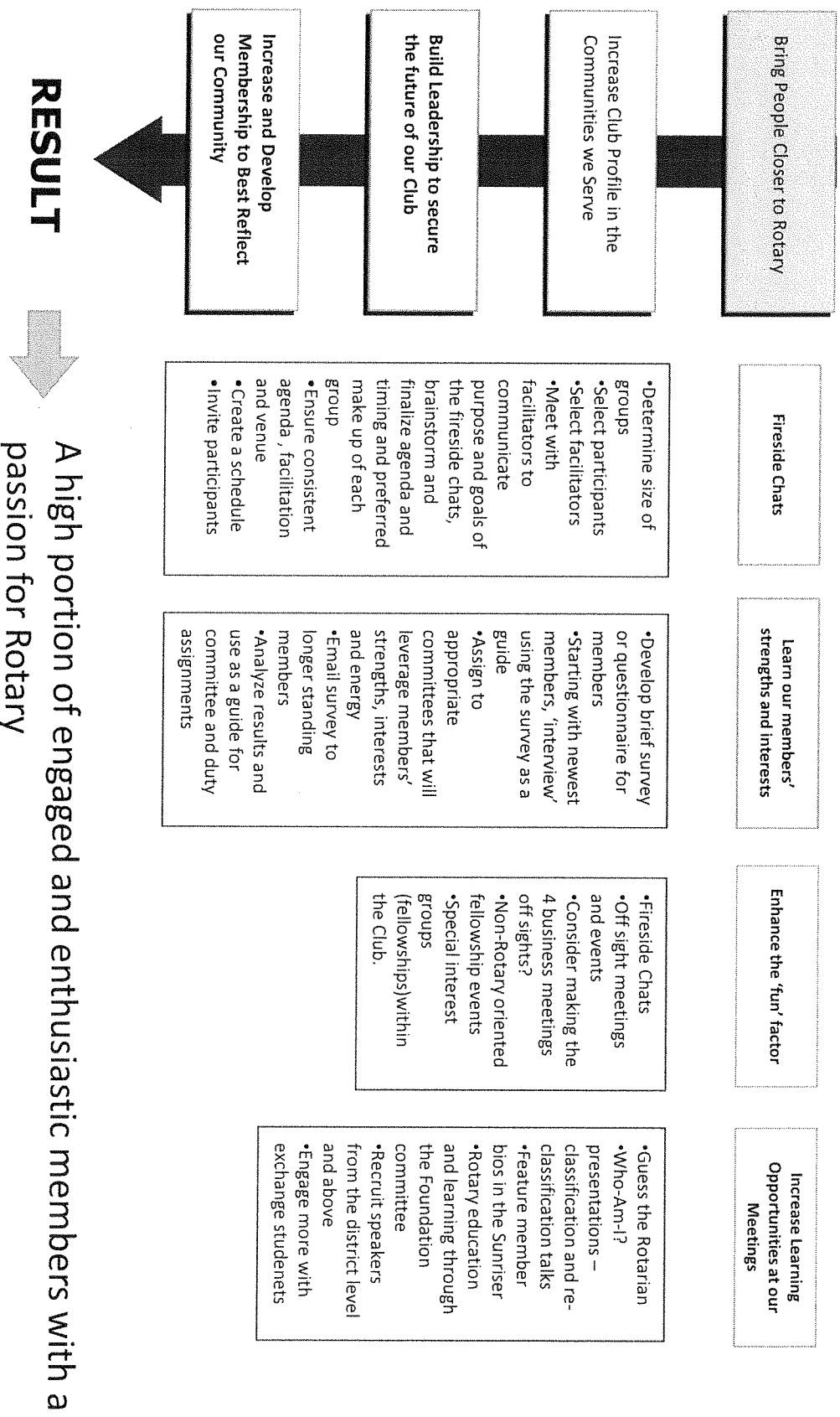


The Rotary Club of Brantford Sunrise: *Service Above Self*

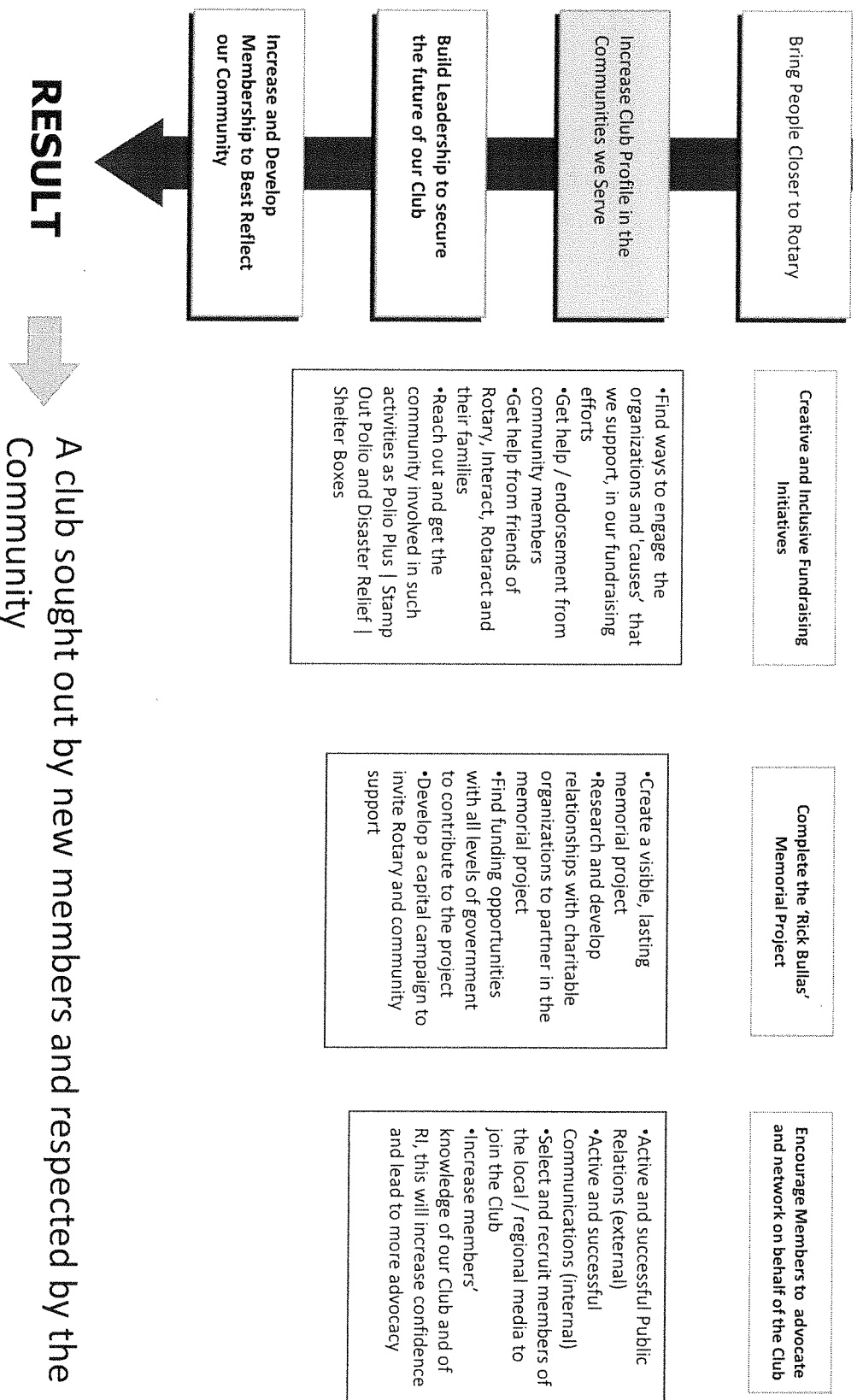
Implementation Structure



How do we bring people closer to Rotary?



How do we increase our Club Profile?



Bring People Closer to Rotary

Increase Club Profile in the Communities we Serve

Creative and Inclusive Fundraising Initiatives

Complete the 'Rick Bullas' Memorial Project

Encourage Members to advocate and network on behalf of the Club

Build Leadership to secure the future of our Club

- Find ways to engage the organizations and 'causes' that we support, in our fundraising efforts
- Get help / endorsement from community members
- Get help from friends of Rotary, Interact, Rotaract and their families
- Reach out and get the community involved in such activities as Polio Plus | Stamp Out Polio and Disaster Relief | Shelter Boxes

- Create a visible, lasting memorial project
- Research and develop relationships with charitable organizations to partner in the memorial project
- Find funding opportunities with all levels of government to contribute to the project
- Develop a capital campaign to invite Rotary and community support

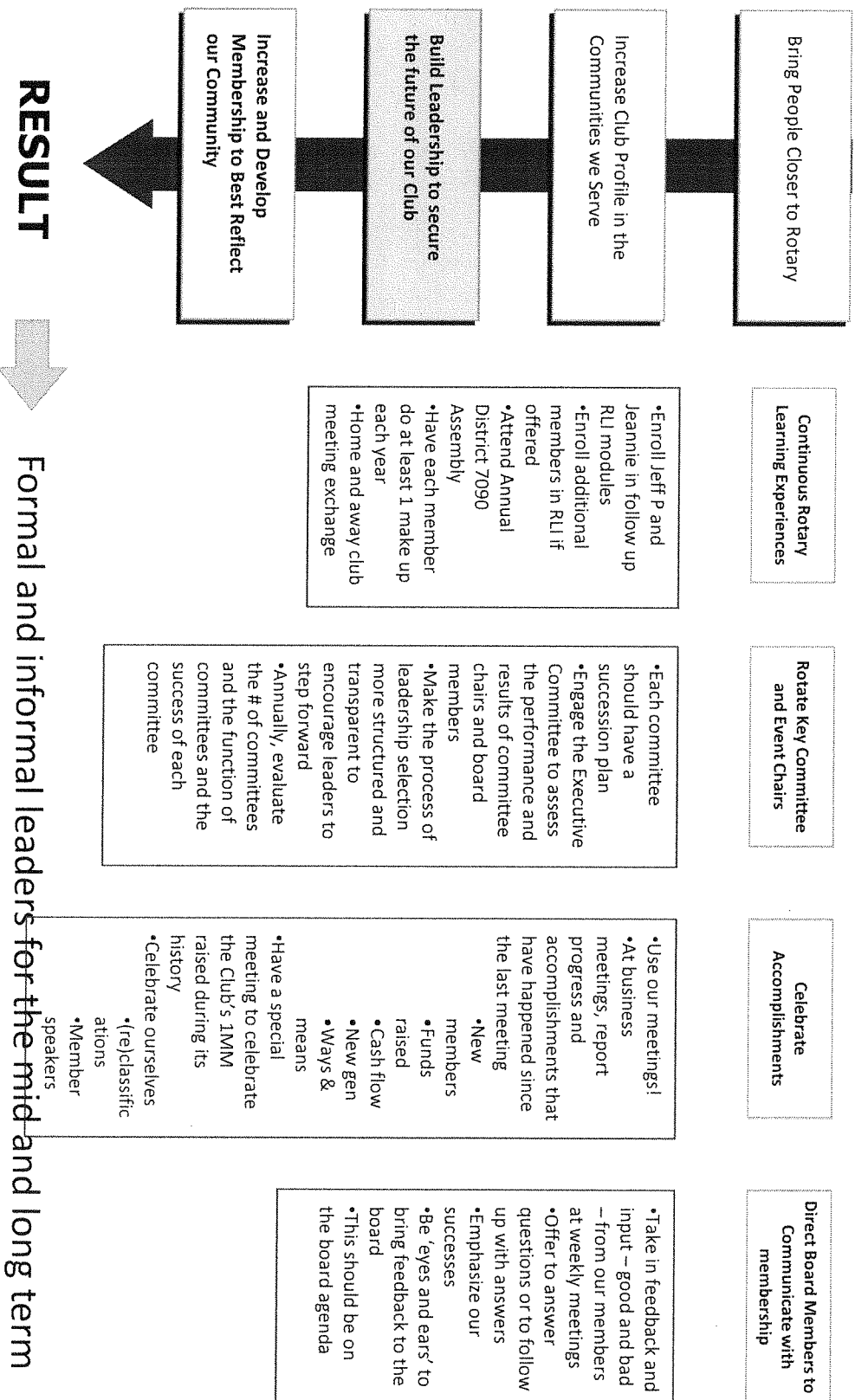
- Active and successful Public Relations (external)
- Active and successful Communications (internal)
- Select and recruit members of the local / regional media to join the Club
- Increase members' knowledge of our Club and of RI, this will increase confidence and lead to more advocacy

Increase and Develop Membership to Best Reflect our Community

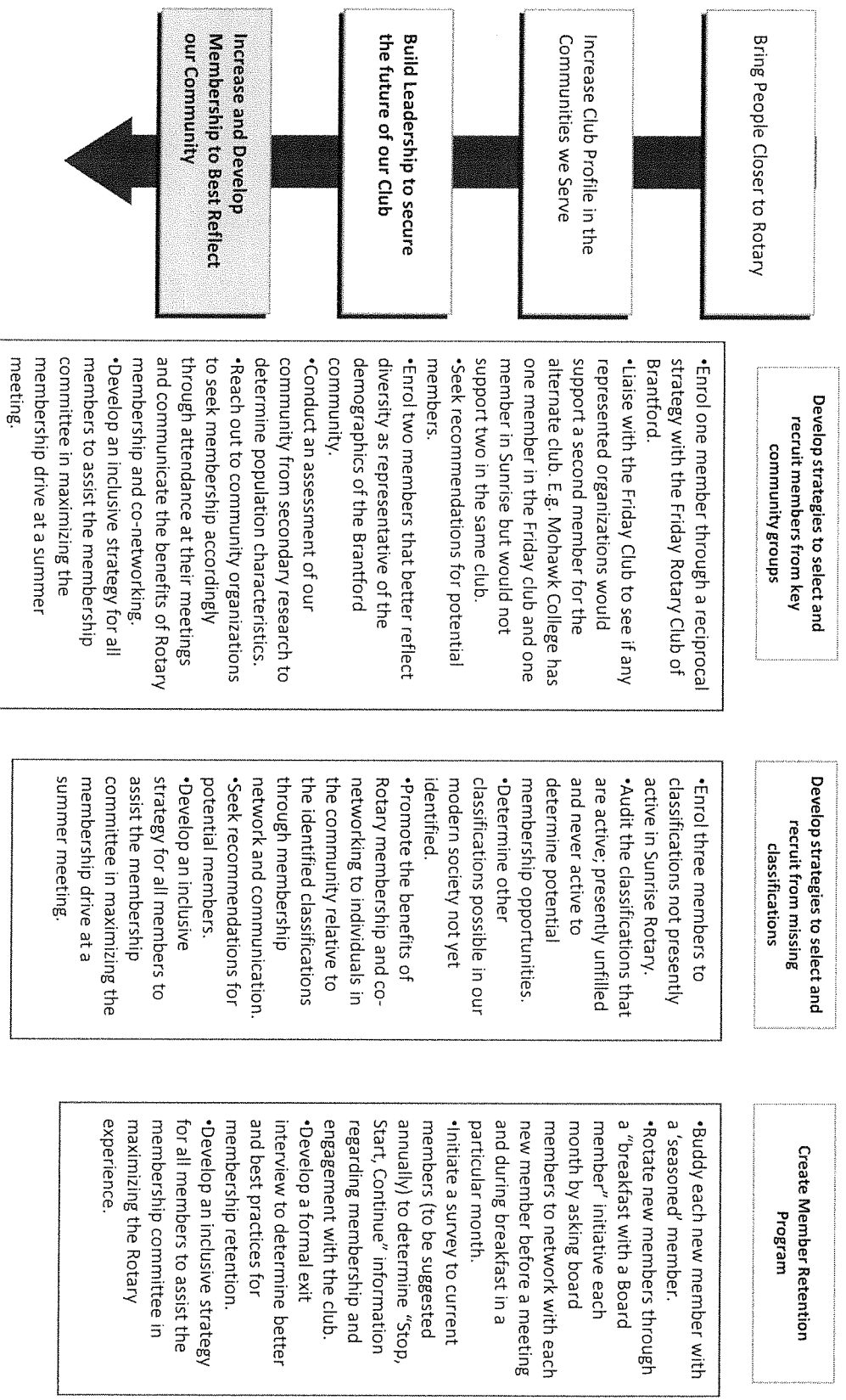
RESULT

A club sought out by new members and respected by the Community

How do we build leadership in the Club?



How do we increase membership and best reflect our community's makeup?



RESULT



A larger and more diverse Club