

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.



1. Where are you now?

List the opportunities and challenges facing your community.

In June 2017 Rotary's Board of Directors and Trustees approved a new vision statement for the organization:

“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 will the vision be of the Delta-Waverly Rotary Club?

Club strengths	Club weaknesses
<ul style="list-style-type: none">• Recognizing backpack program• Volunteerism by members• Involving public schools in Rotary• Great sense of community• No pressure to volunteer if you can't• Good Speakers• Great Food• Great Community involvement• Can do little items if you want• Great community recognition• Quality members• Diversity• Foundation• Social• Great Members• Speakers• Enthusiastic members• Good participation in projects• Speakers are good• Good food• Good number of working volunteers• Consistent meeting attendance and participation• Wealth of talked• Finance	<ul style="list-style-type: none">• Membership Building• Lacks of weekly lunch notice in newspapers• Need more members• More diversity• Younger members• Better web site & social media• Outside communication could be better• Need fundraiser• Retaining members• Speakers• Old Club• No desserts• Creature of habit – work to change that• Be more welcoming and open to visitors – be better• Business participation in memberships

Opportunities for the community (such as new businesses, growing population)

Challenges facing the community (such as economic decline, competing services)

- Inviting new business owners to lunch
- Mentoring students in the community
- Additional Community Interaction
- Growing population
- Minority representation grown in the township
- Membership days
- Enhanced membership
- Promotion of community schools

- Communicating the benefits of Rotary
- Participation
- Having time on Tuesday to attend a meeting
- Membership
- Sponsorships
- Burn out of members

List some characteristics that you would like our club to have three to five years from now. Examples: more diverse, younger, welcoming, fun, etc.

- Like to see more members. I don't think there is anything that can be done but the arrangement of tables is not conducive to mixing. It's like we are split in half.
- Diverse, younger, welcoming, fun
- Younger & more diverse
- Friendly, Community Leader, Group people want to be part of, Financially sound, Project focused - Time, talent, and treasure.
- Younger, Welcoming, Fun, Vibrant
- All of the adjectives listed!
- + 10 Members
- Less Projects
- Better Speakers
- I would like to see a younger demographic in the club... but I definitely don't want to see the "old guys" leave either. It is important to get new members and for them to understand the importance of what we do and why we get together each week.

Here are the Club project/activities that we do right now: Please rank in the order as you see importance to the club, (1 being most important to you)?

	SCORE-	
-		
-		
Weekend Food Backpacks	8.9	1
-		
Salvation Army Bell RInging	5.3	5
-		
Parade of Homes	4.5	6
-		
Rotary Free Book Day	4.3	7
-		
Jingle Bell Run	5.5	3
-		
Golf Outing	6.1	2
-		
Scholarships	5.3	4
-		
Networking Nights	2.3	9

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Students of the Month	2.8	8

Do you have a fundraiser you would like to see us do in the future?

- Not one particular one but we need to find one that makes enough money that we only have to do 1. All the other local Rotary clubs make around \$20 on one big event.
- The Applebee's Pancake Breakfast was very successful.
- Kiwanis of Haslett/Okemos does a "Flags over Meridian" fundraiser. I think it may be something to look into.

Here are the Club fundraisers that we do right now: Please rank in the order as you see importance to the club, (1 being most important to you)?

–	SCORE–	
–		
Parade of Homes	2.44	5
–		
Jingle Belle Run	3.22	2
–		
Golf Outing	3.89	1
–		
Happy/Sad Dollars	2.67	4
–		
Birthday Dollars	2.78	3

Do you have a project you would like to see us do in the future?

- Rotary Mentoring Ship Program with High Schoolers
- I would like do something for children at Christmas time. Take them on an outing or have a party or take them shopping.
- I missed the Rotary Book Day. I interacted a lot with the children directly, more so than other Rotarians who participated. They mostly sat at the sidelines.

Any comments?

- For the fundraisers, I ranked in order of "ease" since it has been hard to get volunteers as of late. The more time intensive ones were listed lower since we tend to lack or have to push hard to get volunteers.
- How much money do we bring in for the Parade of Homes?

When you tell people about our club what is one sentence you use to describe the club?

- The club is made up of very nice people.
- We are an. Active caring group that car# about our community and show it with relevant action.
- We are a service organization that focuses on the needs of the youth in the Delta-Waverly Community.
- We are a social club that gives back to our community and have a lot of fun doing it.
- Nice people doing good deeds
- Wonderful group of people.
- I rarely miss it. The friendships I have built with other professionals in the area are invaluable.