

May 19, 2011

Vision and Strategic Plan

Compiled for
Rotary Club of
Seaside

by
Rotary District 5100 Vision Facilitation Team

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Vision Facilitation Is:

- Taking your Rotary Club where it wants to go/can go
- Creation of a 5 year Plan with core elements
- Formation of Ideas (Brainstorming –reality vs. fiction)
- Short Plans
- Who does what and by when to achieve goals?



Why We Plan



- Planning is all about pulling in the same direction with a destination in mind.
- Strategic Planning provides continuity between leadership teams and provides a common understanding for all Club Members
- Planning steps
 - - Vision
 - - Long Range Plan
 - - Actions, Tactical Club Plan and Programs to be Instituted
- Continuity, Consistency, and Consensus (Unanimity)

Rotary's Strength: Club Level



Effective Clubs:

- ✓ Sustain/Grow Membership
- ✓ Do Successful Service Projects
- ✓ Support the Rotary Foundation
- ✓ Develop Leaders Beyond Club Level

Planning



- ◇ Who are we?
- ◇ Where are we?
- ◇ Where do we want to be?
- ◇ How will we get there?
- ◇ How will we know when we arrive?

VISION EXERCISE

We wrote a letter as if it were 2016 to the Rotary International President explaining why the *Rotary Club of Seaside* deserves the distinguished Gold Medal as recognition for being "*the best of the best.*"

This became the basis for creating the Vision that your club might have for itself five years from now!



Elevator Speech



That "thirty second" one-liner that describes the Rotary Club of Seaside that you can tell someone in an elevator between the 4th and 1st floor.

Our Draft Elevator Speech:

The Rotary Club of Seaside is an energetic group of people who contribute their time, talent and treasure to projects and programs in our community, and across the world.

Our members come from the communities on the North Oregon Coast; and are of all ages and backgrounds. We represent small business, nonprofits, professionals, schools, and local government.

Our motto is "Service Above Self".

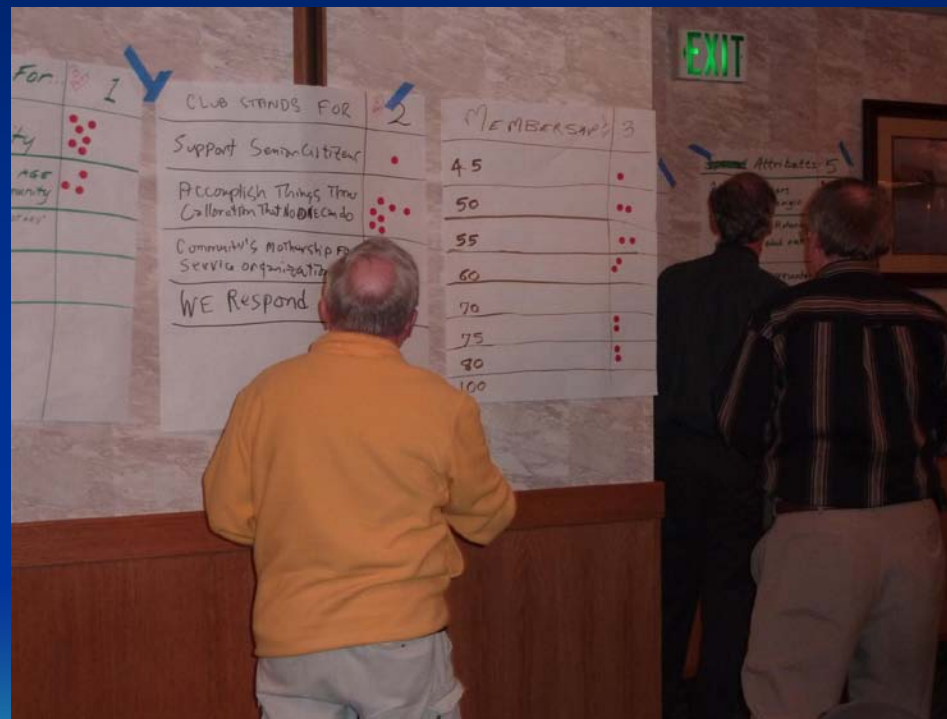


What our Club Stands For

Accomplish things through collaboration that no one else can do (vote 16)

Service to community (vote 15)

Impact all age groups in our community (8)



Membership of Club

Grow to 60

Plus a new Club



Attributes

Energetic and visible (vote 13)

We have representation in all Coastal area communities (13)

More visiting Rotarians than any other club our size (7)

Many retirees come, so we take advantage of this (7)



Club Service

Dynamic weekly programs (16)

Gradually increased size and stature by recruiting business people and energizing them (14)

Modified membership for younger members including relaxed attendance and lower dues (12)



Community Service

Seaside partners with other organizations (15)

We participated in the expansion of the local food bank (14)

Cleaning up highway and parks, including the new one called "Rotary Park" (10)



Seniors stay in current residences due to our help w/accessibility, rent, etc. (8)

Vocational Service

We sponsor a financial responsibility class at the high school (15)

Half of members volunteer education to empower students (8)

Give new members a roster and require signature of all members within a set period (8)



New Generations Service

We formed an Interact Club, then Rotaract*, which feeds 3-4 candidates per year for RYLA (13)

Day long RYLA Program for high school students (12)

Provided guaranteed scholarships for all; and have most sought-after Youth Exchange program in District (11)

*Partnered with Clatsop Community college to form a Rotaract club)



International Service

Actively coordinated with other organizations on international projects (13)

Improved the quality of life in 40 villages with clean water and sanitation (11)

Adopted a village and helped them become self-sufficient (10)

50% of our club traveled to (Central America) to work on a Water project, which resulted in Friendship Exchange from there (9)

We consistently leveraged funds we raise or contribute, by getting 5:1 ratio of other funding (w/clubs, MG's, other funding) (9)



FUND RAISING

Seaside Rotary Foundation attracted 3 new bequests /lifetime gifts, and we now manage \$2m in assets (9)

Rotary auction nets \$150,000 (6)

Take advantage of tourist session with a weekend market (2)

Wine Tasting nets \$20,000 (2)



The Rotary Foundation



100% Paul Harris Fellow Club (15)



100% Paul Harris Fellow Sustaining Members (11)



We raise for TRF \$100 for every person living in Seaside (man, woman, child) (10)

Public Relations / Image

Annual newspaper insert identifies all our projects and future plans (17)

We average 3 press releases per month covering our activities (13)

Rotary Club of Seaside has an active Facebook page (8)



Leadership Development

Our leaders allow for flexibility of member involvement (12)

All board members and committee chairs attend District training (10)

All current committee chairs actively train their replacements (9)

Our leaders go to PETS, nonprofit training, and to International Convention (6)

We are diligent at rotating positions among members, avoiding burnout (5)



...and then what happened?

Action	Who	Due (Done)
Compile the facilitation sheets	Shaun Wagner & Stew Martin	May 23 (May 22)
Create Mission/Vision statement from info gathered at facilitation	Nicolle Landwehr Stew Martin	June 30 (May 24)
Schedule a club assembly to share what has happened	Stew Martin and Program Chair	June 30 (July 7)
Develop Elevator Speech	Nicolle Landwehr Stew Martin	June 30 (May 23)
Assemble a Development team for a 1 st meeting	Al Peinhardt Alice Kero Woods	June 30 (_____)

Club Mission Statement

A dynamic group of all ages and backgrounds serving our North Oregon Coast community, and the world, in collaboration with others.



Mission – How:

How we do our Mission – key elements unique to Rotary:

- *collaborative* – achieving more than any one organization could alone
- *humanitarian* – serving youth, seniors and the disabled, illiterate, medically needy
- *international* – we provide water, sanitation, health and help to end poverty in remote villages in developing countries
- *diverse* – all occupations, backgrounds, & mix of ages, genders, ethnicity, etc. as well as several communities on the North Coast.
- *together* – we have weekly meetings with great speakers, plus fun activities and socials, and we keep in close touch for our service activities. Many of us have made our best friends in Rotary.

Club Vision Statement

We envision a world and local community in which everyone has a full education, food, shelter, health care, and wonderful public facilities and gathering places.



Embracing the Vision



"There are risks and costs to a program of action, but they are far less than the long-range risks and costs of comfortable inaction."

--John F. Kennedy

Next Steps

- Break into small groups by subject area in the vision
- Review the selected items in each area
- Prioritize and determine specifically: **who, what,** and **when** for each listed item
- Report back to club on how you will focus on the identified items





Thank you



**Susan Deshon
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Denny Jones
Nicolle Landwehr
Stew Martin
Lester McNary
Al Peinhardt
Jason Schermerhorn
Hugh Stelson
Joyce Stuber
Shaun Wagner
Alice Kero Woods
...and all Rotary Members !**