



Rotary District 7070

Rotary Club of Newmarket Strategic Plan(draft)

2014-2017

Respectfully presented to the Board of Directors,
May 8th, 2014 - PE Lynn Bird

Background to the Visioning and Planning Process

On March 27th, the Rotary Club of Newmarket held a Visioning exercise led by Past District Governor Lars Henricksson and attended by 18 members of the Club. Prior to March 27th 16 club members responded to an on-line Visioning questionnaire. The results of these two exercises was distributed to both the 2013-14 and the 2014-15 Board of Directors. Elements were taken from these two exercises by five members of the 2014-15 Board on May 6th in the preparation of the following Draft 3 year Strategic Directions and Action Plan

1. Introduction

The purpose of this Strategic Directions and Action Plan is to provide guidance to the Rotary Club of Newmarket over the three year period between 2014 and 2017. This is a living document and may be modified from time to time.

2. Club Vision

Our vision is to see the Rotary Club of Newmarket as a place where people from all paths of life come together, unified and empowered with the belief in the ripple effect of “Service Above Self” to make our communities a better place to live.

3. Club Mission

Through fellowship, discovery and partnership, our mission is to engage the community and enrich the lives of our members by having fun and making a positive impact on the lives of those we serve.

4. Core Values

Service, fellowship, diversity, integrity, leadership and joy

5. Club Strategic Objectives

5.1 Membership

GOAL – Reach and Retain a Membership of 38

Action	Responsible	Measurement
Use of 'Be my Guest Card' to introduce prospective members to the club	All club members Club Service Director	Each member to bring one guest to the club during each Rotary year
Grow membership with the facilitation of a Satellite club	President, Membership Committee	One Satellite club registered with Rotary International
Engage new members	All Directors	100% of new members enrolled into positions within 6 weeks
Have a well structured New Member Orientation Program to educate prospective members about Rotary.	Membership Committee	Each new member is partnered with an experienced Rotarian (mentor) for one year. Progress to be reported to the Board monthly
Engage all Rotarians	President, Membership Committee	100% of Rotarians active in a club project or function

5.2 Public Relations

GOAL – Increase Visibility of Club

Action	Responsible	Measurement
Create an integrated Marketing and Communication Plan	Public Relations Committee All Directors Treasurer	Completion of a yearly written plan and presented to the Board before the new Rotary Year
Presence at community events	Community Service Committee	Presence at no less than 3 community service activities

5.3 Youth Services

GOAL – Increase the number of programs in support of Youth

Action	Responsible	Measurement
Increase the number of opportunities to support youth leadership	Youth Services Committee Public Relations Committee	Formation of one Interact Club and/or sending one youth to RYLA

5.4 Fellowship

GOAL- Increase opportunities for member Fellowship

Action	Responsible	Measurement
Increase the number of opportunities for Rotarians to enjoy fellowship	Fellowship Committee All Rotarians	One program a month.

5.5 Rotary Foundation

GOAL -Establish and reinforce the importance of Rotary Foundation in the lives of our club members.

Action	Responsible	Measurement
Increase awareness of Rotary Foundation giving programs	International Service Committee	Annual increase of one new Benefactor PLUS 100% EREY