



**Mission / Purpose / Vision Statements
Strategic Priorities and S.M.A.R.T. Goals**

**Reviewed and recommended by the President's Council --- July 6, 2010
Reviewed and approved by the Club membership --- July 13, 2010**

Mission and Purpose:

We are engaged Rotarians, impacting lives in our community and around the world.

We do this by:

- Taking action and supporting high impact, hands-on service projects
- Cultivating a positive, friendly and welcoming Club experience
- Fostering healthy business and social connections
- Contributing to the economic wellbeing and quality of life

Rotary Club of Shadowridge – Vista (logo)

Together, impacting lives in our community and around the world.

Vision:

Shadowridge Vista Rotary is a dynamic Club that delivers **big impact**.

- More fun and fellowship
- More members
- More resources
- More service
- More goodwill

Strategic Priorities and S.M.A.R.T Goals (2010 – 2013)

(Committee Responsible)

1. Enhance the Club Experience – Every Member Engaged (Club Administration)
 - 100% of members participating on one or more committees
 - Achieve 4 social & business connection events (each year)
 - Redesign fun fines and happy dollars increase engagement and \$ support
2. Expand Membership (Membership)
 - Increase Club size to 50 + members (in 3 years)
 - New member orientation and mentorship program implemented
 - Achieve 2 membership recruitment events (each year)
 - Membership recruitment training implemented
 - Each member introduces 2 qualified guests / prospective members (each year)
3. Advance the internal and external image of the Club (Public Relations)
 - Submit a minimum of 1 press release each month
 - Community service awards program implemented (each year)
 - Communications Tool Kit Implemented & training provided
4. Ensure financial viability of Club (Fundraising and Fiscal Oversight)
 - Create signature event to achieve \$75,000 (in 3 years)
 - Develop & sustain smaller fundraising opportunities each year to support programs / projects
 - Budgeting & fiscal review process developed; quarterly review by Board and report at Club Assembly
5. Elevate the relevance and impact of Rotary projects and programs (Service Projects)
 - Conduct a Community Needs Assessment
 - Six “hands on” (Random Acts of Rotary) projects each year
 - Implement ongoing community project each year
 - Support one international project each year
 - Growth of Interact Club to 25 + members
6. Increase awareness and support of the Rotary Foundation (Rotary Foundation)
 - 100% Paul Harris Sustaining Members
 - 75 % of membership --- Paul Harris Fellows
 - Increase awareness of the Bequest Society
7. Embrace the talents and interests of the membership (Strategic Planning / President’s Council & Club Board)
 - Review & update strategic plan quarterly; report to Board and Club
 - Increase member participation in District programs and use of resources
 - Optimize leadership & training resources
 - Training and succession plan for club leaders & members in place

Strategic Planning Timeline --- 2010

- Daryl's Survey of Club February

- Assessment Survey On-Line March
- Strategic Visioning Session March 9
- Compilation of Ideas March

- Craft vision statement April 9
- Update to Club Board April 13
- Progress Report to Club April 20

- Club Assembly (Review by Club) May 11

- Review of Plan by Club Board June 15
- Approve 2010-2011 Board and Committee Leadership June 22

- Review and approval of Plan by President's Council July 6
- Club Assembly --- Review and approval of plan by Club July 13
Creating our Signature Fundraising event

- Enroll Team (Committee Members) and mobilize July 13 – July 27
(and beyond)

Translate long term goals to short term goals and create
action plans for each committee

- Engaging Conversations at Club Assembly July 27

Club Administration
Membership
Service Projects