

# Strategic Planning Dreaming Exercise

## District 5340

The year is 2016. You are going to submit a performance letter to a contest sponsored by the Rotary International President. The grand prize will be first class flights, a cruise in the Mediterranean, and all expenses paid to the Rotary International Convention for the entire club. At the Convention, your club will receive on-stage recognition.

You are outlining a letter to the President that will describe your club's performance. Be imaginative and thorough, yet succinct. Place yourself in the future and describe the period between 2011 and 2016. Engage in unabashed self-promotion. Do your own version of "show and tell" or "bring and brag."

**COMPLETE ALL SECTIONS IN THE NEXT 30 MINUTES.**

**Date of Letter – June, 2016**

Dear Rotary International President,

Our club deserves the President's grand prize because of our activities to advance the Object of Rotary over the last five years, including the following.

**1. Club Identity. In our community, we are known as:** *(What is your club's identity? What does the club stand for? Who are you now? What have you become?)*

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2. **Membership.** In 2010 we had \_\_\_\_\_ members. Now we have \_\_\_\_\_ members because:  
*(retention programs, member education, participation, varying demographics, active recruiting, etc.)*

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3. **Club Service. We:** *(Consider weekly programs, weekly meeting attributes, assemblies, club bulletin, yearbooks, club brochure, board meetings and training, fun social activities, etc.)*

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**4. NOTE:** The RI Board recently named a new Avenue of Service, New Generations. This encompasses all youth programs. **New Generations. We:** *(Consider Community based Rotaract clubs, 4-Way Test speech contest, RYLA, LEAD, Interact, youth programs, ethics programs, scholarships, other school or community related youth projects)*

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**5. NOTE:** Vocational Service is affected by the New Generations focus on youth, and now becomes truly focused on vocations. **Vocational Service. We:** *(Consider 4-Way Test speech contest, talking about classifications in meetings, awards to community leaders, mentoring students, adult literacy, career fairs, ethics programs, encouraging yellow pages use, etc. )*

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**6. Community Service. We:** *(Consider local and community projects, immunizations, support of other nonprofits, dictionary or other elementary and middle school projects and support, etc.)*

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**7. International Service. We:** *(Consider international service projects, Youth Exchange, Vocational Training Teams, Friendship Exchange, District or Global Grants, Peace Fellows, PolioPlus programs, etc.)*

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8. **Fundraising.** In 2015 we raised \$ \_\_\_\_\_ by: *(Consider fundraising events, other methods used to raise money, etc.)*

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9. **Public Relations.** We succeeded in promoting our club, our District, and RI by: *(Consider radio, TV, newspapers, public access channel, billboards, club brochure, public service announcements, etc.)*

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**10. The Rotary Foundation. We participated in The Rotary Foundation and supported it by:**  
*(Consider number or percentage of Paul Harris Fellows, Sustainers, Major Donors, Bequest Society Members, or Benefactors, per capita giving, etc.)*

**11. Leadership Development. We:** *(Consider activities that train members to be club officers and directors, activities that help members become effective District leaders, etc.)*