

PLANNING GUIDE FOR EFFECTIVE ROTARY CLUBS



Rotary International

The *Planning Guide for Effective Rotary Clubs* is a tool to help clubs establish goals for the coming year. The form can be used to help track general club trends in membership and club administration. The *Planning Guide for Effective Rotary Clubs* is based upon the four elements of an effective club. Effective Rotary clubs are able to:

- Sustain and grow their membership base.
- Implement successful projects that address the needs of their communities and communities in other countries.
- Support The Rotary Foundation through both program participation and financial contributions.
- Develop leaders capable of serving Rotary beyond the club level.

It should be noted that the options listed under each section reflect common ways clubs might choose to pursue goals. It is recognized that there are alternative ways clubs can achieve their goals that may not be listed.

Presidents-elect are encouraged to complete this form in cooperation with their club and submit it to their governor-elect or assistant governor by 1 July.

Please type or print legibly.

ROTARY CLUB OF Furnitureland

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2005-2006

Rotary year of office

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DEMOGRAPHIC INFORMATION (AS OF 30 JUNE)

Current number of members: 56

Number of members as of 30 June last year: 52

Number of members five years ago: 60

Number of male members: 54

Number of female members: 2

Average age of members: 54

Number of Rotarians who have been members for:

Less than 1 year: 4

1-3 years: 10

3-5 years: 6

5-10 years: 9

10-25 years: 13

More than 25 years: 16

Number of members who have proposed a new member in the previous two years: 8

Our classification survey was updated on 5/04 and contains 135 classifications,
(date) (number)
of which 89 are unfilled.
(number)

Our club has sponsored a new club within the last 24 months. Yes No

If "Yes," has your club implemented a plan to provide follow-up orientation for members of the sponsored club?

Yes No

MEMBERSHIP GROWTH (NEW MEMBERS AND RETENTION OF CURRENT MEMBERS)

Our club has established the following membership goal for the upcoming Rotary year:

Our club will strive to have 61 members by 30 June 2006.
(number) (year)

We have identified the following sources of potential members within the community:

New business leaders moving in to High Point
Leadership positions in nonprofit organizations
Friends and associates of current members

How does the club plan on achieving its membership goals? (check all that apply)

- Through a retention plan that focuses on maintaining high levels of enthusiasm through participation in interesting programs, projects, and fellowship activities.
- By appointing a committee of club members who have been trained in effective recruitment techniques.
- Through a recruitment plan that focuses on a true representation of the business and professional leadership in the community.
- Through a recruitment plan that clearly explains the expectations of membership to potential Rotarians.
- Through an orientation program for new members to support their successful assimilation into the club.
- Through a brochure that provides general information about Rotary as well as specific information about our club.
- By assigning an experienced Rotarian mentor for every new club member.
- By recognizing those Rotarians who sponsor new members.
- Through a public awareness program targeted at the business and professional community to increase awareness about what Rotary is and what it does.
- By participating in the Rotary International Membership Development and Retention award program.
- Other (please describe):

What makes this a good club to attract new members?

Excellent variety of members

Outstanding track record of participation in community and district activities. Reputation

What negative aspects of this club could pose a barrier to attracting new members? as a club with interesting meetings in laid-back atmosphere.

Lack of minority members

Costs of belonging to Rotary

Points of specific action:

Discuss plans for the upcoming year with Membership Chairman

Solicit opinions from club members for new membership development ideas.

EFFECTIVE SERVICE PROJECTS

Our club has established the following service goals for the upcoming Rotary year:

For our local community:

Mobile Meals and Community Clinic - continued support
Student of the Month recognition programs at Fairview Elementary and Trinity HS
Shirlee Carda Fairview Scholarship program at Fairview Elementary
Interact Club at HP Central HS

For communities in other countries (international service):

Develop PC donation program to Manila, Phillipines high school
Continued support of Saving Little Hearts program

How does the club plan on achieving its service goals? (check all that apply)

- By appointing a committee of club members who have been trained in how to plan and conduct a successful service project.
- By reviewing the club's current and ongoing service projects to determine whether they are relevant, needed, and of interest to club members.
- By assessing the club's fundraising activities to determine if they meet the club's project funding needs.
- By involving each member of the club in some way in the club's service projects.
- By conducting or obtaining a needs assessment of our community or communities in other countries.
- By recognizing club members who participate in and provide leadership to the club's service projects.
- By identifying a partner club with which to carry out an international service project.
- By participating in:
 - World Community Service
 - Youth Exchange
 - Rotary Friendship Exchange
 - Rotary Volunteers
 - Rotary Recreational and Vocational Fellowships
- By using the resources of The Rotary Foundation to support a project identified by the club.
- By conducting **vocational service** activities for local businesses, schools, government agencies, or other organizations.
- By conducting projects regarding career development, employer-employee relations, employment training, or vocational recognition.

Other club service project plans (please describe):

Auction and Golf event to raise funds and increase local awareness of service projects.

Points of specific action:

Develop and complete a member survey to identify areas of interest for possible future projects

THE ROTARY FOUNDATION

Our club has established the following Rotary Foundation goals for the upcoming Rotary year:

Our club will strive to achieve an annual giving goal of US\$ 11,600.

Our club will participate in Rotary Foundation programs by:

Regular and ongoing programs to educate members on the activities of RF. Identify projects such as Ambassadorial Scholarships and Group Study Exchange as RF supported and create programs on these topics. Develop projects eligible for RF grants and inform membership.

How does the club plan on achieving its Rotary Foundation goals? (check all that apply)

- By appointing a committee of club members who understand and can explain to other club members the programs of The Rotary Foundation and the different ways in which Rotarians can contribute.
- Through club presentations that inform members about what The Rotary Foundation is and what it does.
- By sending a representative to attend the district Rotary Foundation seminar.
- By helping club members understand the relationship between Foundation giving and Foundation programs.
- By using the resources of The Rotary Foundation to support our club's international projects.
- By recognizing club members' financial contributions to The Rotary Foundation and their participation in Foundation programs.
- By participating in:
 - Group Study Exchange
 - PolioPlus/PolioPlus Partners
 - Matching Grants
 - Hosting/Sending an Ambassadorial Scholar(s)
- By inviting Foundation program participants and alumni to participate in club programs and activities.
- Other (please describe):
Include above in regular programs.

Points of specific action:

DEVELOPING FUTURE ROTARY LEADERS

Our club has established the following goal for developing future Rotary leaders for the upcoming Rotary year:

Our club will identify $\frac{4}{\text{(number)}}$ members as potential future leaders by 30 June $\frac{2006}{\text{(year)}}$.

What are your plans for building future Rotary leaders within the club? (check all that apply)

- Our club will strongly encourage its committee chairpersons to attend the district assembly.
- Our club will strongly encourage interested past presidents to attend the district leadership seminar held in conjunction with the district conference.
- Our club will utilize the expertise of our assistant governor.
- Our club will arrange for district committees to make presentations to our members.
- I will work with our governor and assistant governor to maximize the effectiveness of the Governor's Official Visit.
- Our club will encourage new members to assume positions of leadership through participation in club committees.
- Members of our club will visit other clubs to exchange ideas and will share the knowledge they gain with the rest of the club.
- Other (please describe):

Points of specific action:

Every member will be involved in at least one committee or activity.

GENERAL ADMINISTRATION

What plans have you made to carry out the administrative tasks required for the effective operation of the club? (check all that apply)

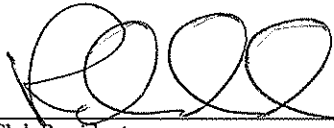
- Board meetings have been scheduled on a regular basis.
- $\frac{2}{\text{(number)}}$ club assemblies have been scheduled.
- Club elections will be held on $\frac{12/05/05}{\text{(date)}}$
- Our club will send at least $\frac{8}{\text{(number)}}$ delegates to the district conference.
- A club bulletin editor has been appointed and we have discussed what kind of information would be beneficial to club members.
- A committee of motivated club members has been appointed to develop interesting and relevant club programs.
- A committee of motivated club members has been appointed to plan a variety of fellowship events that will appeal to club members.
- Other (please describe):

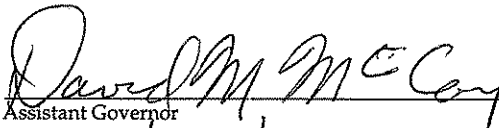
Points of specific action:

Our club would like assistance from the assistant governor or governor with the following:

- Establishing club goals
- Orientation of new members
- The Rotary Foundation
- Other (please describe): Information forum for exchange of information and communication between Furnitureland and the other clubs in the district and the DG.

What issues would you like to discuss with your governor or assistant governor during his or her visit to your club:


Club President _____
05-06
Rotary Year _____
5/10/05
Date _____


Assistant Governor _____
5/10/05
Date _____