

# PLANNING GUIDE FOR EFFECTIVE ROTARY CLUBS



Rotary International

The *Planning Guide for Effective Rotary Clubs* is a tool to help clubs assess their current state and establish goals for the coming year. It is based on the Club Leadership Plan. The strategies listed in each section are common ways clubs might choose to pursue goals. Clubs are encouraged to develop alternative strategies to achieve their goals when appropriate. Presidents-elect should complete this form in cooperation with their club and submit a copy of it to their assistant governor by 1 July.

Download a Microsoft Word version at [www.rotary.org](http://www.rotary.org).

Rotary Club of FURNITURELAND Rotary year of office: 2009-10  
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## MEMBERSHIP

### Current State

Current number of members: 62

Number of members as of 30 June last year: 58 30 June five years ago: 58

Number of male members: 54 Number of female members: 8

Average age of members: 50+

Number of Rotarians who have been members for 1-3 years: see below 3-5 years:        5-10 years: <5=27, 6-10=12, 11-15=4, 16-20=1, 21-25=2, 26+=16

Number of members who have proposed a new member in the previous two years: approx 4

Check the aspects of your community's diversity that your club membership reflects:

Profession  Age  Gender  Ethnicity

Our classification survey was updated on 3/08 and contains 150 classifications, of which 90 are unfilled.  
(number) (date) (number)

Describe club's current new member orientation program:

MEMBERSHIP CHAIR MEETS WITH EACH CANDIDATE FOR APPROXIMATELY 1 HOUR.

Describe club's continuing education programs for both new and established members:

THROUGH THE CLUB BULLETIN, AND BY OCCASIONAL PROGRAMS ABOUT ROTARY

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

Number of Rotary Fellowships and Rotarian Action Groups members participate in:

APPROX 6: 3-PHIL MORRIS, 3-DAVID PRUETTE

What makes this club attractive to new members?

MEMBERS LIKE THE SIZE OF THE CLUB, DIVERSE MEMBERSHIP, INTERESTING PROGRAMS, FOOD IS SOME OF THE BEST IN HIGH POINT, MEMBERS ENJOY GOOD FELLOWSHIP

What aspects of this club could pose a barrier to attracting new members?

TIME REQUIRED, COST

### Future State

Membership goal for the upcoming Rotary year: 62 members by 30 June 2010  
(number) (year)

Our club has identified the following sources of potential members within the community:

NEW MEMBERS, NEW BUSINESSES, FRIENDS, BUSINESS ASSOCIATES

### How does the club plan to achieve its membership goals? (check all that apply)

- Develop a retention plan that focuses on maintaining high levels of enthusiasm through participation in interesting programs, projects, continuing education, and fellowship activities
- Ensure that the membership committee is aware of effective recruitment techniques
- Develop a recruitment plan to have the club reflect the diversity of the community
- Explain the expectations of membership to potential Rotarians
- Implement an orientation program for new members
- Create a brochure that provides general information about Rotary as well as specific information about the club for prospective members
- Assign an experienced Rotarian mentor for every new club member
- Recognize those Rotarians who sponsor new members
- Encourage members to join a Rotary Fellowship or Rotarian Action Group
- Participate in the RI membership development award programs
- Sponsor a new club
- Other (please describe):

### Action steps:

WILL WORK CLOSELY WITH MEMBERSHIP CHAIR TO INSURE THAT EXPECTATIONS OF MEMBERSHIP ARE CLEAR, AND TO MAKE SURE NEW MEMBERS ASSUME COMMITTEE RESPONSIBILITIES.

## SERVICE PROJECTS

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### Current State

Number of Rotary Youth Exchange students: Hosted 0 Sponsored 0

Number of sponsored Interact clubs: 1 Rotaract clubs: 1 Rotary Community Corps: 0

Number of RYLA (Rotary Youth Leadership Awards) activities: 1 - GREENSBORO YOUTH LEADERSHIP PROGRAM

Number of Rotary Friendship Exchanges: 0

Number of registered Rotary Volunteers: 0

Number of World Community Service (WCS) projects: 1 BEING CONSIDERED: 'CAROLINA'S PROMISE (SUPPORTING ORPHANAGE PROGRAM IN GUATEMALA

Number of other current club service projects:

AUCTION

'SAVE THE SUDS'

SHADOWING DAY, IF SUPPORTED BY AREA 6 CLUBS

FAIRVIEW STUDENT OF THE MONTH & SHIRLEE CARDA SCHOLARSHIP

TRINITY HIGH SCHOOL STUDENT OF THE MONTH

CENTRAL HIGH SCHOOL INTERACT, IF THE SCHOOL WILL RESUME CORDIAL PARTNERSHIP WITH OUR CLUB

KIDS VOTING, IF PROGRAM IS MADE AVAILABLE TO US

HIGH POINT UNIVERSITY ROTARACT

## Future State

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

For our local community:

CONTINUE LEVEL OF SUPPORT OF CURRENT PROJECTS AND CAUSES, INSPITE OF THE ECONOMY. CONSIDERING SPONSORING VETERAN FOR 'FLIGHT OF HONOR'

For communities in other countries:

CLUB HOPES PROVIDE CONTINUING SUPPORT OF EXISTING PROGRAMS, AND INVESTIGATE 'CAROLINA'S PROMISE' PROGRAM.

### How does the club plan to achieve its service goals? (check all that apply)

- Ensure the service projects committee is aware of how to plan and conduct a service project
- Review the club's current and ongoing service projects to confirm that they meet a need and are of interest to club members
- Identify the social issues in the community that the club wants to address through its service goals
- Assess the club's fundraising activities to determine if they meet project funding needs
- Involve all members in the club's service projects
- Conduct or obtain a needs assessment of the community or communities in other countries
- Recognize club members who participate in and provide leadership to the club's service projects
- Identify a partner club with which to carry out an international service project
- Participate in:
  - Interact
  - Rotary Friendship Exchange
  - World Community Service
  - Rotaract
  - Rotary Volunteers
  - Rotary Youth Exchange
  - Rotary Community Corps
  - RYLA (Rotary Youth Leadership Awards)
- Use a grant from The Rotary Foundation to support a club project
- Other (please describe): TRY TO HELP CLUB UNDERSTAND CHANGING NATURE OF THE ROTARY FOUNDATION AND TO LEARN HOW TO MAKE IT WORK FOR US.

### Action steps:

MEMBERS HAVE EXPRESSED MORE INTEREST IN LOCALLY BASED PROJECTS. HOPE TO HELP CLUB UNDERSTAND HOW PROGRAMS NOT DIRECTLY LOCAL BENEFIT OUR LOCAL COMMUNITIES.

## THE ROTARY FOUNDATION

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### Current State

Number of grants awarded:

District Simplified Grants: 0

Volunteer Service Grants: 0

Matching Grants: 0

Health Hunger and Humanity (3-H) Grants: 0

Number of Ambassadorial Scholars:

Nominated 1

Selected 1

Hosted 0

Number of GSE team members:

Nominated 0

Selected 0

Hosted 0

Number of Rotary Grants for University Teachers: Nominated 0 Selected 0  
Number of Rotary World Peace Fellows: Nominated 0 Selected 0 Hosted 1  
Number of Rotary Conflict Studies Fellows: Nominated      Selected REDUNDANT

Number of PolioPlus or PolioPlus Partners activities: 0

Current year's contributions to Annual Programs Fund: \$15,260 ?

Current year's contributions to Permanent Fund: 0

Number of club members who are

Paul Harris Fellows: 60 Benefactors: UNK Major Donors: GREEN, GREEN, SEDBERRY

Rotary Foundation Sustaining Members: 58 Bequest Society Members: 3

Number of Foundation alumni tracked by your club: 0

### Future State

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

Our club's Annual Programs Fund contribution goal is \$200 X 62.

Our club's Permanent Fund contribution goal is 0.

Our club will participate in the following Rotary Foundation programs: GSE, AMBASSADORIAL SCHOLAR, IF D3460 SENDS ONE

### How does the club plan to achieve its Rotary Foundation goals? (check all that apply)

- Ensure the club's Rotary Foundation committee understands the programs of The Rotary Foundation and is committed to promoting financial support of the Foundation
- Help club members understand the relationship between Foundation giving and Foundation programs
- Plan a club program about The Rotary Foundation every quarter, especially in November, Rotary Foundation Month
- Include a brief story about The Rotary Foundation in every club program
- Schedule presentations that inform club members about The Rotary Foundation
- Ensure club's Rotary Foundation committee chair attends the district Rotary Foundation seminar
- Use Rotary Foundation grants to support the club's international projects
- Recognize club members' financial contributions to The Rotary Foundation and their participation in Foundation programs
- Encourage each club member to contribute to the Foundation every year
- Participate in:
  - Group Study Exchange
  - Matching Grants
  - District Simplified Grants
  - 3-H Grants
  - Volunteer Service Grants
  - PolioPlus/PolioPlus Partners
  - Host/Sponsor Ambassadorial Scholar(s)
  - Sponsor a Rotary World Peace Fellow
  - Sponsor a University Teacher
  - Sponsor a Rotary Conflict Studies Fellow
- Invite Foundation program participants and alumni to be part of club programs and activities
- Other (please describe):

**Action steps:**

WE ANTICIPATE THAT ROTARY WILL LOSE JOHN WOMACK, WHO WAS OUR PRIMARY RESOURCE FOR INVOLVEMENT WITH ROTARY SCHOLARS. MUCH OF WHAT OUR CLUB WILL DO VIS A VIS THE ROTARY FOUNDATION DEPENDS ON WHAT PROGRAMS WILL BE AVAILABLE TO US UNDER THE 'FUTURE VISIONS' PROGRAM.

## LEADERSHIP DEVELOPMENT

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### Current State

Number of club leaders who attended

District assembly: 4 District Rotary Foundation seminar: 1

District membership seminar: 1 District leadership seminar: 1

District conference: 6

Number of club members involved at the district level: MORRIS, GREEN

Number of visits from the assistant governor this past Rotary year: ASSISTANT GOVERNOR HOLDS MONTHLY MEETINGS

### Future State

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

CLUB WILL IDENTIFY 4 MEMBERS AS POTENTIAL LEADERS BY JUNE 30, 2010

#### How does the club plan to develop Rotary leaders? (check all that apply)

- Have the president-elect attend PETS and the district assembly
- Have all committee chairs attend the district assembly
- Encourage interested past presidents to attend the district leadership seminar
- Use the expertise of the club's assistant governor
- Encourage new members to assume positions of leadership through participation in club committees
- Ask club members to visit other clubs to exchange ideas and share what they learn with the club
- Other (please describe):

#### Action steps:

FURNITURELAND WILL BE REPRESENTED ON ALL MAJOR DISTRICT COMMITTEES PER REQUEST OF DG MIKE CONRAD. CLUB WILL ENCOURAGE DISTRICT COMMITTEE MEMBERS TO DEVELOP LEADERSHIP SKILLS AS REQUIRED TO PERFORM APPROPRIATELY AT DISTRICT LEVEL.

## PUBLIC RELATIONS

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### Current State

List club activities covered by the media and the type of media (radio, newspaper, television, etc.):

STUDENTS OF THE MONTH, AUCTION. NEWSPAPER IS PRIMARY VEHICLE. RADIO AND TV ALSO USED.

### Future State

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

CLUB SECRETARY WILL FOLLOW ESTABLISHED PROCEDURES TO GET CLUB NEWS TO THE APPROPRIATE MEDIA OUTLETS.

#### How does the club plan to achieve its public relations goals? (check all that apply)

- Ensure that the public relations committee is trained in how to conduct media campaigns

- Conduct public relations efforts for all service projects
- Conduct a public awareness program targeted at the business and professional community about what Rotary is and what it does  Arrange for a public service announcement to be broadcast on a local television channel
- Other (please describe):

**Action steps:**

CLUB SECRETARY WILL WORK WITH CLUB P.R. CHAIR

**CLUB ADMINISTRATION**

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**Current State**

How often and when does the club board meet? THURSDAY FOLLOWING 1<sup>ST</sup> FRIDAY EACH MONTH

When are club assemblies held? SPRING AND FALL

How is the club budget prepared? BY TREASURER WITH BOARD INPUT Is it independently reviewed by a qualified accountant? NO

Does the club have a long-range plan in place? IN PROGRESS

Has the club developed a system for continuity of leadership on its board, committees, etc.? YES

Has the club developed a system for keeping all members involved in the club? TENTATIVELY YES

Does the club use Member Access on www.rotary.org to update its membership list? YES

How often is the club's bulletin published? WEEKLY

Describe how weekly club programs are organized: PROGRAM CHAIR COORDINATES INPUT FROM CLUB MEMBERSHIP

How often is the club's Web site updated? WEEKLY

Does your club observe the special months of the Rotary calendar, such as Rotary Foundation Month and Magazine Month? NOT LAST YEAR

How often does your club conduct fellowship activities? APPROXIMATELY 4X ANNUALLY

How does the club involve the families of Rotarians? YES

**Future State**

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

- Regular board meetings have been scheduled.
- The club's long-range and communication plans will be updated.
- 2 club assemblies have been scheduled on the following dates: MONDAY FOLLOWING SPRING AND FALL FURNITURE MARKETS  
(number)



- The club has either adopted the latest version of the Recommended Rotary Club Bylaws or revised its own bylaws (recommended after each Council on Legislation).
- Club elections will be held on FIRST MONDAY IN DECEMBER 2009.  
(date)
- At least 6 delegates will be sent to the district conference.  
(number)
- A club bulletin will be produced to provide information to club members.
  
- The club's Web site will be updated 40 times per year.  
(number)
- A plan has been developed to have interesting and relevant weekly club programs.
- RI Club Administration Software (RI-CAS) or similar software will be used to assist with administration activities.
- Monthly attendance figures will be reported to the district leadership by the 15 day of the following month.  
(number)
- Member Access will be used to maintain club records (by 1 June and 1 December to ensure accurate semiannual reports).
- Membership changes will be reported to RI within 180 days.  
(number)
- Reports to RI, including the semiannual report, will be completed on a timely basis.
- The following fellowship activities for all club members are planned for the year:  
SPRINGFEST, FALLFEST, NEW YEAR'S CELEBRATION, CHANGING OF THE GUARD
- Other (please describe):

**Action steps:**

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

UNDERSTANDING THE FOUNDATION'S FUTURE VISION PLAN AND HOW BEST WE CAN MEANINGFULLY PARTICIPATE.

**Our club would like to discuss the following issues with the governor or assistant governor during a visit to our club:**

/s/ William H. Dyson \_\_\_\_\_  
Club President Signature                      Rotary Year

2009-2010 \_\_\_\_\_  
Assistant Governor Signature

05/12/09  
Date

\_\_\_\_\_  
Date

**SUMMARY OF GOALS FOR 2009-10 ROTARY YEAR**

For each goal your club has identified for the upcoming Rotary year, indicate which Avenue of Service it addresses. To ensure a balanced service effort, you should have at least one goal that address each Avenue of Service. Most goals will address more than one avenue.

	Club Service	Vocational Service	Community Service	International Service
<b>Membership goal</b> <u>63</u> members by 30 June <u>2010</u> (number) (year)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Service goals</b> For our local community: 'FLIGHT OF HONOR', 'STUDENTS OF THE MONTH' For communities in other countries: CAROLINA'S PROMISE	<input type="checkbox"/>  <input type="checkbox"/>	<input type="checkbox"/>  <input type="checkbox"/>	<input checked="" type="checkbox"/>  <input type="checkbox"/>	<input type="checkbox"/>  <input checked="" type="checkbox"/>
<b>The Rotary Foundation goals</b> Our club's Annual Programs Fund contribution goal is <u>\$200 X 62</u> . Our club's Permanent Fund contribution goal is <u>?</u> . Our club will participate in the following Rotary Foundation programs: GSE, SCHOLAR PROGRAM IF AVAILABLE	<input type="checkbox"/>  <input type="checkbox"/>	<input type="checkbox"/>  <input type="checkbox"/>	<input type="checkbox"/>  <input type="checkbox"/>	<input type="checkbox"/>  <input type="checkbox"/>
<b>Leadership development goals</b> IDENTIFY 4 NEW ROTARIANS FOR LEADERSHIP ROLES, AND ENCOURAGE THOSE INVOLVED IN DISTRICT TO CONTINUE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Public relations goals</b> INCREASE VISIBILITY OF FURNTURELAND ROTARY PROGRAMS IN THE HIGH POINT ENTERPRISE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Club administration goals</b> DEVELOPING A MEANINGFUL BUDGET, INSURE TIMELY AND ACCURATE REPORTING IN S.A.R., MAINTAINING ACCURATE ATTENDANCE RECORDS.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other goal</b> TO RETURN OUR FUNDRAISING LEVELS TO THE 2007-2008 LEVEL	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

<b>Other goal</b> TO HELP OUR MEMBERSHIP CONTINUE TO UNDERSTAND THAT INVOLVEMENT IN ROTARY IS A WISE PERSONAL AND PROFESSIONAL INVESTMENT OF THEIR TIME AND MONEY.	☒	☒	☒	☒

(506)