

# Implementing your goals

Follow these tips to create a strong strategic plan for your club

Now that you've learned [why your club needs a strategic plan](#), it's time to get down to the dirty work of creating and implementing one.

## Prioritize

Start by finding out what your club members want so that you can determine your club's priorities.

The Rotary Club of Asheville Downtown in North Carolina, USA, surveyed its entire membership "to get a sense of priorities, and also to give people a feeling that every member had a say in what was going on," says Meridith Elliott Powell, a member of the club's strategic planning committee. The club then used focus groups to further define its goals, and held strategic planning sessions with the club's past presidents, current president, president-elect, and president-nominee.

The goal is to develop a set of specific objectives you can work with. "It could be as simple as developing a Facebook page or revising a website," says Dean Rohrs, Rotary coordinator for Zone 24 West and a strategic planning expert for her region. "It's whatever the club feels passionate about."

## Ensure accountability

A strategic plan should be a living document, not a piece of paper that sits on the shelf. Revisit the plan often to make sure you are on track. Ensure that goals are accomplished by assigning them to specific committees or individuals.

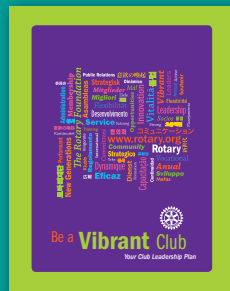
"We review our plan at the start of board meetings, and formally review twice a year and set new objectives annually," says Don Evans of the Rotary Club of Vancouver, British Columbia, Canada. "It's an embedded process."

## Track results

By keeping your plan up-to-date you'll be able to measure your progress and see where you have succeeded and where you need to do more. The idea is to make your plan work for you and get results.

One goal of the strategic plan of the Rotary Club of Hout Bay, South Africa, was to expand the club's membership. "We now have around 20 members under 45, and the youngest is 23," says past president Patrick McLaughlin. "That sector has integrated into the club and is taking a leadership role that has helped transform our club and give it a new vibrancy."

## STRATEGIC PLANNING RESOURCES



[Be a Vibrant Club: Your Club Leadership Plan \(245-EN\)](#)

[Club Assessment Tools](#)

[RI's Strategic Plan](#)

## DEADLINES

**1 June** For clubs to update membership data via [Member Access](#) for the July semiannual report

**1 July** For clubs to submit semiannual reports and club dues ... For candidates to submit 2013 Rotary Peace Fellowship [applications](#) ... For club presidents to submit the [Planning Guide for Effective Rotary Clubs \(Future Vision pilot districts version available\)](#) to the assistant governor ... For clubs to begin submitting [Matching Grant](#) applications

See the [awards](#) page for more deadlines.

## OTHER NOTICES

Incoming presidents, secretaries, treasurers, and committee chairs should be registered for the district assembly. Incoming club presidents and membership committee members should be registered for the district membership seminar.

Club presidents-elect are encouraged to complete the club assessment section and draft annual goals in the [Planning Guide for Effective Rotary Clubs](#) before the presidents-elect training seminar. Presidents-elect and other incoming club leaders can further refine these goals at the district assembly.

See the [RI calendar](#) for additional dates.