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