

Bloomington Noon Rotary Club 2013-2018 Strategic Plan

A Rotarian is an ordinary person who creates extraordinary impacts

About Bloomington Rotary

In 1905 Paul Harris started the first Rotary Club with three other Chicago business associates to capture a friendly, small-town feeling in a club for professionals. The Bloomington Noon Rotary Club became club number 2102 when 21 business and non-profit leaders chartered it in 1961. The Club was formed to uphold the basic tenets of Rotary International including a commitment to service and ethical conduct. Local and international service defines Rotary's character when Rotarians respond to real issues with a goal of positively impacting a community.

Rotary's motto is *Service Above Self*, however Rotary is more than a service organization. It is an organization where people interested in service and making an impact in their community get together to have fun, meet new friends, network, learn, and enjoy the fellowship and company of other members.

The Bloomington Noon Rotary Club meets for service opportunities and informative programs addressing topics of local and global importance. Club members also forge close relationships by participating in projects with our service partner organizations. As part of our commitment to international service, the Club sponsors high school exchange students and sponsors exchange visits with clubs in other countries.

Our Mission — What we do, why and for whom

The Bloomington Noon Rotary Club unites leaders to improve our community and the world through service and philanthropy.

Our Vision of Success

Bloomington Noon Rotary will be recognized and respected as THE PLACE to go in Bloomington if you want to give back to the community. We will be a welcoming group of people, motivated to make a difference in Bloomington and in the world.

Individuals and organizations will enthusiastically join and support our Club because it has a reputation of being fun while getting good things done.

Results for members:

- ✓ Relationships with a community of like-minded professionals;
- ✓ An effective engagement process for new members;
- ✓ Every active member is involved in helping lead at least one club project;
- ✓ A welcoming and varied meeting experience where members are engaged in animated conversation about community topics;
- ✓ Frequent service project opportunities where members connect with the Club's service partners;
- ✓ Opportunities to learn in depth about each member's business and profession;
- ✓ A menu of member participation opportunities that clearly communicates what the Club expects from its members;
- ✓ Membership cost does not prevent interested young professionals from joining;
- ✓ The Club will be well managed to use member's time effectively;
- ✓ An experience that is energy producing, not energy sapping.

Results for charitable and service partners:

- ✓ Mission awareness among a cross-section of community leaders;
- ✓ Members can describe the mission and work of the Club's charitable and service partners;
- ✓ Club members are represented among the partner's leaders and volunteers;
- ✓ Reliable financial support from the Club.

Results for District 5950 and Rotary International organizations:

- ✓ Members can describe the District and International objectives;
- ✓ Members are a source of District leaders;
- ✓ Every member contributes to The Rotary Foundation;
- ✓ Members participate in District conferences and events;
- ✓ Club officers participate in Rotary International conferences;
- ✓ Create a more flexible model for a club that attracts young leaders.

Results for the community:

- ✓ The best place in Bloomington for emerging leaders to develop relationships;
- ✓ Club members are demographically representative of the community;
- ✓ The Club develops service-minded, ethical leaders;
- ✓ Improved community education outcomes and help for those in need.

Three Strategic Questions

This plan uses the organizational principles in Jim Collins' books, *Good to Great* and *Good to Great and the Social Sectors*. Collins encourages organizations to identify the things they do best and then put all their energy behind this "sweet spot." To help clarify definition of an organization's sweet spot, Collins recommends answering three questions.

The point of carefully and precisely answering the questions is to help the Club select opportunities and initiatives that reinforce each other and to define with piercing clarity how the Club can produce momentum for the best long-term results by pursuing opportunities and initiatives that respond to the organization's passions and ability to excel.

What is Bloomington Noon Rotary deeply passionate about?

1. Service to the community defined as actions that address needs in the local (geographically defined) or world-wide communities. Local service is accomplished through member service projects and support for our charitable partners. International service projects include those sponsored by club members or the 5950 Rotary District.
2. To put commitment to community service into action, it is essential that Bloomington Noon Rotary recruit and engage new members and ensure that the Rotary value of *Service Above Self* lives on in the next generation of Rotary and community leaders.

Where can Bloomington Noon Rotary excel?

1. Adapting and responding to member needs, including meetings and service opportunities that are designed to be engaging, fulfilling, educational and useful to the community.
2. Bloomington Noon Rotary has a history of providing District-level leadership, and through recruitment and development of new members, it will continue this tradition.
3. Fellowship and community building with professional peers who are established in their fields.

What drives Bloomington Noon Rotary's resource engine (consisting of time, money and brand)?

1. Bloomington Noon Rotary will be successful when we:
 - a. Have members who share Rotary's values;
 - b. Illustrate that membership and service is a joy, not an obligation;
 - c. Provide opportunities for members to express their passion to serve;
 - d. Offer a place where members feel at home.
2. Being a unique place where like-minded leaders get together to serve the community. Where else can you do what we do?

Strategic Goals

In addition to sustaining existing programs and services, the Bloomington Noon Rotary Club will pursue three strategic goals to move toward the future described in our vision of success. These goals are multi-year challenges—like a big mountain to climb—serving as a unifying focal point of effort, galvanizing people and creating team spirit. Here are five criteria used to select our strategic goals:

- Directly reflect the Club's Mission and Vision of Success
- Each goal addresses all three of the strategic questions
- Have a short to medium time frame—1 to 5 years
- Are clear, compelling and easy to grasp
- Are set with understanding, not bravado

Goal A: Become a Club that is exceptionally attractive to new members, including the next generation of community leaders

- Show potential members that we welcome their active and immediate involvement;
 - Make sure new members have a complete orientation and become engaged with other members and Club activities.
- Grow to 90 to 100 active members who represent Bloomington's diversity;
 - Add five net new active members per year until the Club reaches 75 active members and 25 senior active members
- Find and recruit additional members who have big plans of their own for addressing community and world problems;

Goal B: Become a Club that is more attractive to existing members

- Add events designed primarily for member social interaction;
 - Schedule one social event per month in lieu of a lunch meeting
- Add vocational visits and member vocational talks;
- Add opportunities for friendship, fellowship and leadership development;
- Show members that change can be invigorating.

Goal C: Change the Club's organization to address these issues:

- Review current Club activities and future opportunities in light of the Club's strategic goals;
- Use member expertise and interest to create "bite-sized" member service and leadership development opportunities;
 - Goal: At least one service opportunity per month
- Revisit the definition and requirements of being a senior active member;
- Reduce the organizational and administrative burden placed on Club officers;
 - Goal: Each active member will be a leader of at least one project or event
- Devise new member recruitment methods, including friend-raising events;
- Revisit and revise approaches to fundraising, including the Harold Larson Party;

Goal D: _____