

ROTARY CLUB OF STIRLING STRATEGIC PLAN 2015-2016

		OBJECTIVES	STRATEGIES	RESPONSIBILITY
AVENUES OF SERVICE	CLUB SERVICE	Maintain stable club environment	Promote team environment for all Club activities	Club Service Director (Grant Andrew)
			Engage interesting guest speakers	
			Introduce both Partner and Family oriented social activities	
		Maintain Rotary ideals		
	COMMUNITY SERVICE	Maintain / Increase level of commitment to Community Projects	Promote use of 4Way test in all activities undertaken by the Club	Community Service Director (Dan Edmonds)
			Promote use of 4Way test in Member's personal and business lives	
			Emphasise the importance of functioning as a cohesive team	
	INTERNATIONAL SERVICE	Maintain / Increase level of commitment to International Projects	Emphasise the importance of fundraising as the main source of income for the Club	International Director (Mark Ramsey)
			Identify additional Community projects in which the Club can become involved	
	YOUTH SERVICE	Engage Youth in appropriate programs	Identify new and existing International projects to which the Club can get involved either through Partner Clubs or via RAWCS	Youth Director (Susanne Marie)
Identify Youth programs (RYLA, RYPEN etc.) that fit the local Youth environment				
Liaise with local primary and secondary schools to identify their local needs				
VOCATIONAL SERVICE	Raise Club profile through local businesses	Develop (in conjunction with Community Services) community programs that can be expanded to involve a Youth component	Vocational Director (Susanne Marie)	
		Develop activities that can involve local businesses		
		Invite local businesses to promote Rotary activities		
SUPPORT	THE ROTARY FOUNDATION	Invite local businesses to "partner" Rotary activities	International Director (Mark Ramsey)	
		Promote the ideals of the Centurion program		
	MEMBERSHIP	Increase Member's commitment to Rotary Foundation programs	Promote the ideals of personal contribution to Rotary Foundation programs	Membership and PR Chairperson (Robert Koehne)
		Increase Membership	Investigate avenues to attract new Members	
	PUBLIC RELATIONS	Membership Retention	Investigate avenues to promote Rotary through local businesses	Membership and PR Chairperson (Robert Koehne)
			Investigate avenues to promote Rotary through liaising with local media	
			Advertise Rotary at all community events	
	FUNDRAISING	Raise profile of Rotary in the community	Promote team environment for all Club activities	Community Service Director (Dan Edmonds)
Increase Member's commitment to fundraising				
Investigate new avenues of fundraising		Develop program of social activities where family and friends can be involved		
		Identify additional Community projects in which the Club can become involved		