

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.

Rotary Club of MARINA CITY Rotary year of office: 24
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MEMBERSHIP

Current State

Current number of members: 28

Number of members as of 30 June last year: 28 30 June five years ago: not sure

Number of male members: 24 Number of female members: 4

Average age of members: 48

Number of Rotarians who have been members for 1-3 years: 4 3-5 years: 3 5-10 years: 21

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

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

Profession Age Gender Ethnicity

Our classification survey was updated on _____ and contains _____ classifications, of which _____ are unfilled.
(number) (date) (number)

Describe club's current new member orientation program:

- 1. The proposer would introduce the incumbent to club members at lunch or during projects & will receive the Rotary Information guide & other rotary information materials.**
- 2. If the membership director / President agrees that the incumbent is a potential candidate with the right intentions, the incumbent will be invited for 1 free lunch, where he/she will be briefed on the attendance, dues & membership responsibilities. This meeting will also allow club members to get to know the incumbent further.**
- 3. 2 weeks before induction, the incumbent's CV will be circulated amongst BOD & club members who will sound their concern or approval**
- 4. The incumbent is inducted by President. His spouse is invited to the ceremony. A Rotarian mentor will be attached to guide him/her. He/She will receive a copy of club by-laws, a membership certificate and the club badge.**

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

New members are given Rotary literatures & are assigned a mentor

This year, we put special emphasis on training. Members are encouraged to attend district trainings such as RLI, membership, CLP etc. Further more, trainers are invited to come to the club to give a talk, eg, on EREY, TRF.

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:
Youth Exchange Committee. Bowling Committee. TRF committee.

What makes this club attractive to new members?

**Diversity of members in profession, gender, race & age. Location – within the city.
Projects undertaken. Fellowship.**

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

Cost. Expat Community relocations.

Future State

Membership goal for the upcoming Rotary year: 32 members by 30 June 2009
(number) (year)

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

Leaders of Communities who would like to give back to the community. Philanthropists. Ex-Rotarians. Ex interactors. Children of Rotarians.

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:

Invite ex-interactors, potential members in club assemblies and projects.

6 October 2008 – inducted 3 members

November 2008 – 1 more member

January 2009 – Jude tan joins us back. Dominic (Sunny Bay's friend)

SERVICE PROJECTS

Current State

Number of Rotary Youth Exchange students: Hosted 1 Sponsored 0

Number of sponsored Interact clubs: 2 [[Dunman Secondary School](#), [Saint Andrews School](#)]

Rotaract clubs: 1 [[Rotaract club of Marina City](#)]

Rotary Community Corps: _____

Number of RYLA (Rotary Youth Leadership Awards) activities: _____

Number of Rotary Friendship Exchanges: _____

Number of registered Rotary Volunteers: _____

Number of World Community Service (WCS) projects: _____

Number of other current club service projects: _____

Future State

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

- **Local community service: SANA preventive drug exhibition in Dunman, Saints and Whispering Hearts FSC (get Rotaract to spearhead) support Avoidable blindness exhibition.**
- **Local community service: RDA donation drive in 2009**
- **Local community service: New Year party for underprivileged children in December 2008**

- **International: "Water fo Life" Matching Grant to solve water shortage problem & child mortality in Sassocam Village, Cambodia. (Dec 2008)**
- **International Fellowship: Osaka Club's 35th Anniversary, sister club fellowships**
- **International Community: Scholarship project in Thailand via Dusit Club (March 2009)**
- **Chiangmai Water filtration project**

- **Vocational: Promotion of 4 way test in club meetings, come up with Rotary "pad" & stationery set**
- **Vocational visits to interesting places**

- **New Gens: Internship**
- **New Gens: Donation of \$1,000 to Dunman Interact's Fundraising activities. A total of \$2,300 was disbursed to Dunman School Needy Student assistance fund**

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): _____

Action steps:

To assign every member to minimum of one project involvement

THE ROTARY FOUNDATION:

Current State

Number of grants awarded:

District Simplified Grants: _____ Volunteer Service Grants: _____

Matching Grants: USD5,000 Health Hunger and Humanity (3-H) Grants: _____

Number of Ambassadorial Scholars: _____ Hosted 3 (Illinois, Houston & Japan)

Number of GSE team members, Rotary Grants for University Teachers: -

Number of Rotary World Peace Fellows, Conflict Studies Fellows: -

Number of PolioPlus or PolioPlus Partners activities: -

Current year's contributions to Annual Programs Fund: USD8000

Current year's contributions to Permanent Fund: USD1,000

Number of club members who are

Paul Harris Fellows: 17 Benefactors: 2 Major Donors: -

Rotary Foundation Sustaining Members: 7 Bequest Society Members: -

*Term 2008-2009: 6 PHF & 20 EREY contribution & 1 Benefactor

Number of Foundation alumni tracked by your club: -

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 USD100 per capita

Our club's Permanent Fund contribution goal is 0

Our club will participate in the following Rotary Foundation programs: Rotary Scholars.

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
 - PolioPlus/PolioPlus Partners
 - Matching Grants
 - Host/Sponsor Ambassadorial Scholar(s)
 - District Simplified Grants
 - Sponsor a Rotary World Peace Fellow
 - 3-H Grants
 - Sponsor a University Teacher
 - Volunteer Service Grants
 - Sponsor a Rotary Conflict Studies Fellow
- Invite Foundation program participants and alumni to be part of club programs and activities

LEADERSHIP DEVELOPMENT

Current State

Number of club leaders who attended

District assembly: 3

District Rotary Foundation seminar: 5

District membership seminar: 1

District leadership seminar: 5

District conference: 2

Number of club members involved at the district level: 4

Number of visits from the assistant governor this past Rotary year: 1

Future State

Our club has established the following goals for developing Rotary leaders for the upcoming Rotary year:
Sending club members for training sessions.

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:

PUBLIC RELATIONS

Current State

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

Website: www.rcmarinacity.org & internal newsletter

Future State

Utilising the PR Grant, the Rotary club of Marina City will spearhead the **Rotary Philatelic stamps project**. The objective of the stamp is to increase awareness of Rotary and district 3310

The next project that we will work on is the big fundraiser, in partnership with the **Miss Singapore Universe** franchise. We would like to propose to hold it over World Understanding Peace Day, and the objective is to elevate awareness on "Corporate Social Responsibility"

Scholar Irma Fisher is involved in PR projects & newsletter editorial

Scholar Jenny Chou is involved in International Project and WASRAG editorial

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
- Other (please describe):

Action steps:

CLUB ADMINISTRATION

Current State

How often and when does the club board meet? Every month (around middle of month)

When are club assemblies held? July08. October08. January09. April09.

How is the club budget prepared? BOD. Is it independently reviewed by a qualified accountant? Yes

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

Yes, there are sustainable projects, but we are developing the paperwork for Club Strategy Plan. We prepared Club Project Plan at the start of June2008.

Has the club developed a system for continuity of leadership on its board, committees, etc.? No PE

Has the club developed a system for keeping all members involved in the club? Work in Progress

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

How often is the club's bulletin published? Every Month

Describe how weekly club programs are organized:

Members pass speaker contacts to Secretary who will contact speakers on dates. Every first Thursday meetings are fellowship and President will update on the theme of Rotary that month & directors will do project updates

How often is the club's Web site updated? Every week for the calendar

Does your club observe the special months of the Rotary calendar, such as Rotary Foundation Month and Magazine Month? Yes. It is announced on the first meeting of every month & in our newsletter

How often does your club conduct fellowship activities? Every quarter at least

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.
- 4 club assemblies have been scheduled on the following dates: 10 July 08. 6 October 08. Early January 2009. Late April 2009
- 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 January 2009.
- At least 3 delegates will be sent to the district conference.
- A club bulletin will be produced to provide information to club members.
- The club's Web site will be updated 12 times per year.
- 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 15th day of the month.
- 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 30 days.
- 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: Vocational & International Visits. Golf. Makan sessions
- Other (please describe):

Action steps:

Finance: Due to rising costs, the club now will not be audited by an external company. We will however, continue having an external accountant to prepare P&L and balanced sheets and keep proper book keeping.

Documentation: Archived in softcopy & hardcopy folder/bag to handover to next year's management

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

1. Matching Grant project. "Water for Life, Siem Reap Cambodia
2. PR Grant project. Disbursement of funds & judging photo submission contest
3. Ms Singapore Universe Fundraiser



President June Jonet @ juniyati jonet
Club President Signature
Date: 21 Sept 2008

2008-2009
Rotary Year
Date

Albert Wong
Assistant Governor Signature

