

Madison Rotary Visioning Project

The Madison Rotary Club is one of the first clubs in the state of Connecticut to begin a visioning project. This effort is a process of creating a vision for the organization (what we would like to be known for) which culminates in goals that we would like to achieve over a five year period and aligns the club to accomplish those goals.

Why create a vision or long term goals?

It helps provide direction for the organization. Would you just jump in your car with the family for a two week vacation without any plans? What would they ask?

- Where are we going?
- How long are we going for?
- What should we pack?
- How much will it cost

How do you plan for vacations?



Long Range planning for a club is the same, to create a vibrant organization you need to set direction, decide where you want to go and get organized and excited about it.

How did we go about creating a vision?

Leaders from several clubs in the District acting as Facilitators met with 18 volunteers from our club for several hours one evening in January. These club members were volunteers and we could not have gotten a better cross section of club members. There was diversity in: Age; Gender and Year Service.

The Process:

For the first hour we were asked to imagine we were in the year 2014 and to visualize the club as we would want it to be, what we have accomplished over the last 5 years and how we would describe the Rotary Club of Madison to someone who did not know us.

We were asked to come up with short phrases to describe attributes or accomplishments we had made around the following 9 areas:

- Vision Pursued
- Club Size
- Attributes
- Club Service
- Vocational Service
- Community Service
- International Service
- Foundation Service
- Public Image

We then went around and voted on what we thought were the top priorities – every member voted on every area – in some we were asked to vote for the top 3 others the top 1.

The Facilitation Team then tallied up the votes and dropped out the lowest vote getters and the members were asked to go around and vote again on the ideas that meant the most to them out of the remaining items. We were given the same amount of votes per area. The top vote getters from this round determined the “Vision” for our club over the next 5 years.

The following is the summary of those items that were the top vote getters for each category:

VISION PURSUED (What does your Club "Stand For' in your Community)

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<u>dots</u>	<u>dots</u>	<u>Below, enter all of the items listed on the Vision Pursued wall sheet.</u>
12	16	Everyone knows and understands Rotary Mission and goals
11	13	Action Club for Community
6	13	Service to projects save and change lives local and international
4	5	Go 2 Service Organization

CLUB SIZE

<u># blue</u> <u>dots</u>	<u># red</u> <u>dots</u>	<u>Below, enter all of the items listed on the Club Size wall sheet.</u>
10	10	65-75
3	0	90
2	0	150

ATTRIBUTES (What are your characteristics, features or demographics)

<u># blue</u> <u>dots</u>	<u># red</u> <u>dots</u>	<u>Below, enter all of the items listed on the Attributes wall sheet.</u>
12	17	Action oriented/All Actively Engaged
9	14	More Fun and Fellowship
7	13	Prospective Members seeking to join club - they come to us
4	3	Better Rotary Knowledge

CLUB AVE SERVICE

<u># blue</u> <u>dots</u>	<u># red</u> <u>dots</u>	<u>Below, enter all of the items listed on the Club Avenue of Service wall sheet.</u>
12	15	Attract Timely & Important Speakers
8	11	100% of club members have attended Rotary District Event/Program
6	8	Mentor Program
3	6	Film Meetings/TV

VOCATIONAL AVE SERVICE

<u># blue</u> <u>dots</u>	<u># red</u> <u>dots</u>	<u>Below, enter all of the items listed on the Vocational Avenue of Service wall sheet.</u>
12	13	Career Nights - Regular
11	13	Interact from 150 to 300 students Active in RYLA most sought after JR leadership program in Madison
5	12	HS
9	7	Youth Mentoring

COMMUNITY AVE SERVICE PROJECTS

<u># blue</u> <u>dots</u>	<u># red</u> <u>dots</u>	<u>Below, enter all of the items listed on the Community Avenue of Service Projects wall sheet.</u>
11	14	Lead Support for Sunshine House in Madison
7	13	Drug Education Programs
5	10	20,000 hrs of youth community service thru Interact over 5 years
6	9	Shoreline Soup Kitchen primary support

COMMUNITY AVE SERVICE FUNDRAISING

<u># blue</u> <u>dots</u>	<u># red</u> <u>dots</u>	<u>Below, enter all of the items listed on the Community Avenue of Service Fundraising wall sheet.</u>
5	0	\$206,000
4	0	\$150,000
2	0	\$1,000,000

1 0 \$175,000

INTERNATIONAL AVE SERVICE

<u># blue</u> <u>dots</u>	<u># red</u> <u>dots</u>	<u>Below, enter all of the items listed on the International Avenue of Service wall sheet.</u>
12	19	Expanded Clean Water Projects
9	14	1 matching grant per year for 5 years
6	11	Involved with malaria eradication efforts
5	5	Ambassadorial Scholar

FOUNDATION SUCCESS (Annual giving, Paul Harris Fellows, etc.)

14	0	100% Sustaining Members
12	0	Average \$300/Member Annual Giving
7	0	70% Paul Harris Fellows
6	0	20% Paul Harris Society

PUBLIC IMAGE DEVELOPMENT (Methods to communicate externally)

14	15	Good News Newspaper
9	14	List Serve reach out for community
8	13	Presence in Welcome Wagon
6	7	Cable Access Show/presence in prime time

We were then asked to create an “Elevator Pitch” (that is a minute or less sales pitch you would give to someone on a subject if you were riding in an elevator and wanted to create interest in your subject with that person), this was to describe the club as if it were already 2014. Here is what the smaller team came up with.

“We have 75 dedicated members and over 300 involved High School Students, We are leading the Connecticut Shoreline Community in making a difference for children and families in developing countries and at home in Connecticut raising over \$206,000 in the last 5 years.

We ignite change and deliver hope to the world through innovative programs focusing on Water, Health, Hunger, Literacy and Peace. Why don't you join us for Lunch have a little fun and find out for yourself what this is all about?”

This is an aspirational elevator speech; we also believe there is value in creating an Elevator Pitch to describe the club today.

While this was an interesting exercise, it is only valuable if we do something with it and if all the members in the club are actively engaged in the process.

Our next steps in this process are to meet with the Board of Directors (both current and incoming) as well as Committee Chairs (current and incoming) to review these priorities and vision and to align these to the appropriate committees.

The Committees will then create vision statements that align to the goals and objectives for their committee and the club. They will then need to add members to their teams and create both long term and short tem. They would then create action plans for achieving their goals.

Again, this will only work if every member is bought into the vision, is actively engaged and working on a committee. Please be receptive when a Committee Chair reaches out, or if a particular committee is of interest reach out to that chairperson.