**DEVELOPING A STRATEGIC PLAN FOR YOUR ROTARY CLUBS**

**PHASE 1—DETERMINE YOUR STATUS: WHERE IS YOUR CLUB NOW?**

---Identify Strategic Issues to Address:

1.

2.

3.

4.

5.

---SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

--Assess Member Satisfaction and Needs—Club Assemblies and Use the Enhancing the Club Experience: Member Satisfaction Survey

---Opportunities and Challenges in the Community:

**PHASE 2: DEVELOP A VISION: WHAT DO WE WANT OUR CLUB TO BE LIKE?**

---CHARACTERISTICS YOU WANT YOUR CLUB TO HAVE

1.

2.

3.

4.

5.

6.

7.

---VISION STATEMENT FOR YOUR CLUB:

**PHASE 3: MAKE A PLAN: HOW CAN WE ACHIEVE OUR VISION?**

--Strategic Priorities

1.

2.

3.

4.

5.

--Set SMART Annual Goals:

Specific Measurable Achievable Realistic Time Based

GOAL WHO RESPONSIBLE HOW ACHIEVE RESOURCES DUE DATE

1

2

3

4

5

**PHASE 4: TRACK PROGRESS: HOW CLOSE ARE WE TO OUR GOALS?**

Monitor Progress on Goals: Monthly, Quarterly, Semi-Annually, Annual?

Goal-- Current Progress, What Needs to Be Done, Changes Needed?

If you are missing targets, determine why. Adjust your plan as needed.

As you plan for next year, consider successes and challenges when formulating your next Action Plan.

Repeat process on an annual basis, updating information based on changes. Assess your members’ satisfaction on a regular basis.