

Rotary eClub One, District 5450



World's 1st eClub (Jan 2002)

Rotary eClub one strategic plan 2022 -2025

Rotary eClub One was established in 2001 under the leadership of John Minter, a member of the Rotary Club of Boulder, Colorado. He became the Charter President of the world's first Rotary eClub and remains a member today.

The Rotarians involved at that time were wonderful visionaries who brought together a concept that many even today, could not imagine. Chris Joycelyne and Gerry Roberts went on to lead the way for the many eClubs which followed.

This year our Rotary International President Jennifer Jones has spoken about shining a light on Rotary moments just like this and encouraging our members to tell their stories.

She spoke about the comfort and care of our members and how we ensure this by taking time for each other, actively listening to one another, and treating every member as equally valuable. She continued to say, we should never be afraid to share with our fellow Rotary members what we expect to get out of our membership and have an open discussion about how to make that happen.

At the beginning of the 2022/23 Rotary year, the Rotary eClub One leadership team led by President Patricia Mourillon invited every member to do just that. We welcomed the Chair of the District Visioning team Harriet Downer and her excellent guiding skills to assist us in the process. Thank you, Harriet.

This strategic plan lays out our focus, our priorities, and the initiatives we will work to achieve over the next 3 years.

OUR PRINCIPLES

The principles of the Rotary 4-way test were developed many years ago and Rotary eClub One values the strong, common purpose and direction that these principles mean for our relationships and the actions we are involved in around the world today.

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

Rotary eClub One Vision Statement

***WE TAKE ACTION, TO CREATE LASTING CHANGE, IN
OURSELVES, IN OUR COMMUNITIES, AND IN THE WORLD.***

New school computers in Nigeria



Renovation and repair of the roof covering the homeless shelter.

Mexico



Contact details - secretary@rotaryclubone.org

Website details - <https://www.rotaryclubone.org>

THE VISIONING SATISFACTION SURVEY – what we said.

<p><i>What drove your decision to join Rotary eClub One?</i></p>	<ul style="list-style-type: none"> • I joined to have opportunity to serve my community 45.95% • I admire the work of Rotary International and wanted to be part of it 37.84% • I joined to have the opportunity to have a social experience with friends 8.11% • I decided to join Rotary because a friend urged me to do so. 5.41% • I joined for the business networking opportunity 2.70% • I joined because the prestige of Rotary was important 0%
<p><i>What makes our club unique and compelling?</i></p>	<ul style="list-style-type: none"> • The reputation of having diverse and interesting members 70.27% • The reputation the club has for its international service 59.46% • The club's reputation as a place where even new members can make a significant contribution 10.81% • The club's stellar reputation of members being outstanding individuals 8.11% • The excellent business connection available to members 0%
<p><i>Interactions (Our Clubs Operational effectiveness)</i> <i>On a five-point scale</i> <i>1 = Strongly disagree</i> <i>3 = Agree</i> <i>5 = Strongly agree</i></p>	<ul style="list-style-type: none"> • Our projects are worthwhile and important 4.27 • Our meetings are conducted professionally 4.08 • Our projects are professionally executed and a source of pride 3.89 • The amount of time commitment I am expected to make is comfortable 3.86 • The cost of belonging is financially comfortable for me 3.76 • The internal communication we have is excellent 3.57 • The socialisation between members is very positive 3.38 • The support we render to our community is well known 3.36 • The speakers are entertaining and interesting 3.31 • We have fun at our meetings and in the things, we do 3.17

Strategic Analysis

STRENGTHS <ul style="list-style-type: none">• Global vision and global projects• Wonderful friendships and fellowships• Community is diverse, service is amazing.• Offers independence.	WEAKNESSES <ul style="list-style-type: none">• We need to refocus.• Not enough interaction with members on a regular basis• Members don't feel engaged and feel the club is inactive
OPPORTUNITIES <ul style="list-style-type: none">• Offers flexibility and opportunity, on members own terms.• Has the knowledge, skills, cultural mix, and capacity to be the best club in the world.• Great opportunities to be involved in a vast range of service projects.	THREATS <ul style="list-style-type: none">• eClub v's terra club• Increased reliance on members to support projects financially.• Membership may become cost prohibitive.

Our Club Values

Worldwide membership and realising growth.

Serving global communities.

Great friendships, and good connections

Rotary leadership.



We are currently represented in 18 countries and growing every year.

Our service projects have been carried out in

India	Haiti
Nepal	Mexico
Nigeria	Kenya

Plus, several other countries around the world.

Members Priorities

Membership from around the world is very important to us as the world's first eClub. To achieve membership in 25 countries by 2025, will keep us mindful of the journey we are on and the importance we hold in serving global communities. To stay focused on growth, great friendships, and good connections as we serve and stand at the forefront of Rotary Leadership. To achieve a membership of 85 with diversity in our age, culture, language and gender mix means adding 1 or 2 countries each year and 10 new members to achieve a net growth of 5 new members per year. 50% of new members will need to be under the age of 50 and demonstrate our aspirations for gender equality.

We see engagement with international visitors during our Annual Dinner and at our booth at the Rotary International convention, connection with expat communities around the world, exploring the opportunities available to us through walking and sporting groups, and ensuring members travelling overseas are mindful of recruitment opportunities as strong recruitment opportunities. RYLA and Youth exchange programs are both areas where our membership has a potential to grow with both young and female members developing knowledge and skills about community service and diversity in the world. eClub One can offer the pathway to experience, helping them to achieve and turn their passions into reality. It is extremely important for us to ensure there is engagement with and leadership opportunities for our newly recruited members. The membership committee will work to strengthen the mentorship program.

We also feel very strongly about honouring our senior members and celebrating the service they have shown to our club and their communities. We are proud of the fact that we can support our members to continue with our club into older age. They don't need to leave home, but they can still provide support and guidance from their years of experience, dedication, and service.



Rotary eClub One Annual Dinner, opportunity to engage with Rotarians from around the world.

Equality and equity in our membership means actively inviting more young and female potential members to join our club. We see the development of different outreach methods as a priority in helping to recruit females. Promotion of our club through social media and other platforms and the development of the website to include blogs are an essential part of this. Ensuring there is engagement and leadership opportunities made available to all our new members will help us retain members and develop their knowledge and skills for future leadership roles. A selection of banners advertising our intent to grow our female membership in a variety of channels and using a range of different languages will enhance our opportunities to achieve our goal. We hope to remain flexible while ensuring that no more than 55% of a single gender is represented. We support Rotary International's principles of diversity, equity and inclusion and celebrate the diversity which we bring to the Rotary World.

Management of fundraising activities will be enhanced through the work of our recently appointed Fundraising Director. A great addition to the team which will improve our chances of success in securing tens of thousands of much needed dollars to continue the wide range of service projects which we are well known for. To develop a fundraising plan which will help realise \$20,000 on the first year of the raffle and increase that to \$50,000 by the end of 2025 as well as an extra \$1,000 per year from the Woohoomanity program. These funds are important to raise and will help us return to the fundraising figures we have enjoyed in the past. The recent disasters occurring in the world lead us to believe that there will be more need in future to be prepared with funds set specifically to support immediate responses. This cannot be allowed to detract from the other very worthy causes we support and we must insure that 10% of our projects fundraising goes to the disaster fund. Changing the makeup program into a professional learning network will not only improve our visibility in the world but it will further increase our capacity to do good in our global communities. The development of a framework to support the production of professional development make-up material will be among the priorities in the first year. We see organisation of the members to work on different fundraising groups and keeping them informed as an imperative to the success of these fundraising activities.

Bringing Foundation to the forefront of our Rotary business is important to us. Having opportunities to educate our members on **Every Rotarian Every Year, Paul Harris Fellowships** and other levels of giving will improve our aim of achieving 100% of our members involved in EREY. To see every member with 10+ years of service being recognised as a Paul Harris Fellow will demonstrate our commitment to the work of the Rotary Foundation and to have 13 Major Donor members in our club will allow us to help in securing the growth of the Rotary Programs throughout the world. The Newsletter, social media, our forums, and emails will all be used in ensuring member awareness on what the Rotary Foundation means to us and how we can change our giving into even greater dollar

amounts and bigger and better projects in the future. The global Polio eradication program spearheaded by Rotary International will remain a top priority in our giving throughout the coming years until the job is done.

Engagement. For a Rotary eClub One member this means 3 things. Getting to know each other, growing our presence in the district, and partnerships in the Rotary world. Being an eClub we don't often get the opportunity to meet face to face, however we see high member to member engagement as something which will make us attractive to young community leaders and more easily recognised in the future. To help with this in the next 12 months we will refocus on our roster of engagement, this means that every member in our club will have contact with at least one other member on a regular basis, this will develop a communication network which will strengthen every aspect of our club. Continuing to work to improve our online presence and the use of a more comprehensive website package will ensure added security and much better member participation. We strongly encourage committee membership as a way to connect with each other, to understand and learn from our amazing blend of cultures.

Growing our presence in the district is important for a number of reasons, our international members will understand how the 5450 Rotary District works, we will share district information through our newsletter and on WhatsApp and we will actively encourage the membership to respond to the district vacancies as they arise. Ensuring we have a Rotary eClub One Officer actively working and promoting the Youth Exchange Program in the district will ensure international students have access to our members and access to the countries we represent. Having a forum on District Leadership positions will improve member awareness and identify levels of interest and knowledge. We look forward to growing our membership of the District Leadership team to 10 members over the next 3 years. Having the District Governor, District Conference Chair, District Auditors, District Public Image and Youth Exchange Officers as members of our club we have got off to a really good start. Partnership in the Rotary world means sharing in global grants, partnering with a range of international Rotary clubs in service projects, supporting the polio eradication program, visiting Rotary clubs around the world as we travel, and being regular attendees at Rotary meetings in our global locations. It also means being connect with Rotary Action Groups e.g., Having membership of ESRA (Environmental Sustainability Rotary Action Group) will help us connect in a very meaningful way with Rotarians from around the world as we take action to sustain our environment and to stabilize our climate. Rotary eClub One has the PREMIER OPPORTUNITY to be the most connected Rotary club in the world, and we plan to make that happen.

Recognition of Rotary eClub One across the world is growing, thanks to our marketing team and development of our Public Image.

We see the establishment of an eClub Column in the Rotary magazine as a powerful tool in growing recognition for all eClubs and leading the way with this initiative as an achievement we would be very proud of. Our make-up program has long been used by Rotarians who want to use an eClub to maintain their attendance at 50% in each half of the Rotary Year. We look forward to the development of a framework which will support the production of professional development make-up material. This will be attractive to the young professional members we seek to recruit and will enhance our opportunity to increase the funding raised through this program. The Public Image team will be working to ensure the promotion of our first major fundraising raffle this year and all members will be encouraged to share the posts on social media and get involved in not only promoting the raffle but ensuring positive promotion of Rotary eClub One.

Service in our global communities is what distinguishes us from other Rotary Clubs, we take pride in reaching into communities in need. Going forward we have a wide range of priorities such as Nutrition, Water and Sanitation, Literacy projects, and support for specific groups. These projects will give our members the opportunity to choose their area of interest when deciding which project to work with/ support. These groups include but are not limited to people recently released from correctional facilities, equality and empowerment for woman and children, and small business development. Our experience in all of these areas will be what equips us to build bigger and better projects.

Carrying out projects in Indigenous areas will provide wonderful learning opportunities for our members and potential makeup material for the make-up program as well as the numerous benefits provided to the communities we serve.

We need to identify our environmental leaders within Rotary eClub One, these members can help to lead us in environmental service projects in the many communities we represent. Being a member of ESRAAG will help us build awareness and inspire action and offers us the opportunity to provide long term benefits for people all over the world.

Service in our global communities is what distinguishes us from other Rotary Clubs.

As we look ahead, we will continue to take pride in reaching into a range of different communities in need.



Preparation of Days for Girls

Kits in **Australia**



Baby Miracle received lifesaving heart surgery.

India



Rotary eClub One 20th Celebration food share program

Kenya



20th Celebration Food share

India



Gender based violence training.

Kenya



Global WASH projects

India

Strategies to help us achieve our vision.

M	Membership
	Active engagement with visitors to the booth at the R.I. convention
	Increase number of countries represented by connecting with expat communities
	Engage with international walking and sporting groups
	Be mindful of recruitment opportunities when travelling overseas
	Develop a support network for our senior members
	Make FAQ available for potential members
	Identify clubs already engaged with young community leaders
	Identify Interact and Rotaract clubs in our individual areas and ways to engage with families
E	Equality and equity
	Use of social media to recruit more young and female members
	Ensure new members are involved with the make-up program
	Make banners to help recruit different groups
	Ensure engagement and leadership opportunities for newly appointed members
	Develop different outreach methods to recruit young and female members
M	Management of Fundraising activities
	Develop a fundraising plan
	Organise members to work on different fundraising groups
	Keep members informed on fundraising activities
	Strengthen the makeup committee
	Complete the establishment of a Rotary eClub One annual raffle
	Ensure that 10% of funds raised each year will go to the disaster response fund.
B	Bringing Foundation to the forefront of Rotary business
	Provide newsletter and email information to all members regarding Rotary Foundation
	Educate the members about EREY, Paul Harris and other levels of giving
	To have every member with 10+ years' service recognised with a PHF
	To have 13 Major Donor members in the club
	Keep Polio eradication as a priority
E	Engagement
	Have the roster of engagement back on the board agenda
	Post district vacancies in the newsletter and WhatsApp group
	Share district information in the newsletter and on WhatsApp
	Progress the way forward for the youth exchange program
	Have a forum on District Leadership positions and identify levels of knowledge and interest
	Ensure that we move to a more comprehensive website package
	Build the members involvement in District positions to 10 in the next 3 years
R	Recognition
	Development of the website to include blogs
	Initiate dialogue with Rotary International re an eClub column in the Rotary magazine
	Develop a framework to support the production of professional development makeup material
	Establish an online chat with eClub One members

Service projects

Identify and update a list of current projects in progress

Partner with Rotary Clubs / Groups who carry out projects in Indigenous areas

Share information with the club members regarding our current project areas and advise re project application process

Focus on the development of projects within the areas of Nutrition, Water and Sanitation, Literacy and Support for people in the identified groups

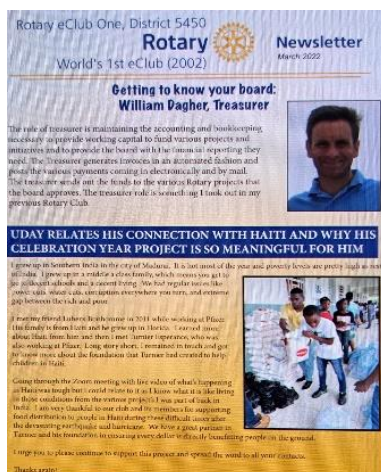
Promote service projects through social media, newsletter and website

Achieving our vision



Fundraising

Supporting the Rotary Foundation



Information



Sharing





Engagement with visitors to the booth at the R I Convention

Message from our President

I would like to thank everyone who contributed to the development of this strategic plan.

Special mention to, PE Roberta who pulled all the sections together and compiled this comprehensive document. I thank too Dir. PI Dashan for his creative input. The visioning committee, group of Rotarians who gave considerable amount of their time to meet and discuss ideas to create the clubs Vision and Strategic Plan and finally, the very important contributions and Directions of District Chair Harriet Downer who guided us through the process.

We know our online presence was different to what is the norm, and what she was used to coordinating but she embraced it. She saw this, and as an opportunity to meet us online weekly to guide us through the process. We thank you DC Visioning Harriet.

Your input, dedication, and commitment to the organizations mission have been invaluable. This plan represents a significant step forward for our organization, and we are excited about the opportunities and challenges that lie ahead. Our mission to assist the underprivileged and the forgotten in the world is more important now than ever before. The impact of our work can be felt in the lives of the people we serve, and we are committed to making a positive difference in the world.

As we move forward, we must remain focused and commitment to the goals outlined in this plan. Achieving these goals will require the collective effort of everyone in the organization. We must work together to ensure that our programs and services are tailored to the unique needs of our beneficiaries, and that we are making a meaningful impact in the world.

We are confident that by staying true to our values of ethics, integrity, and social responsibility, we can achieve great things. We must continue to collaborate, innovate, and adapt to changing circumstances to ensure that our organization remains relevant and effective.

In closing, we would like to emphasize the importance of this strategic plan and the role that it will play in guiding our work in the coming years. We are excited about the opportunities that lie ahead and look forward to working together to achieve our goals and make a positive difference in the world.

Regards in Rotary, Patricia Mourillon