

## Planning for Your Year

Developing a clear plan — setting goals for your club and developing action plans for their implementation— is one of the most effective tools for a Rotary Club President!

Rotary's "Rotary Club Central" and the *Strategic Planning Guide* are key resources for developing your goals and action plan for your year. As club President-Elect, you will lead your club in establishing annual goals that support your strategic plan.

As you plan for your year of club leadership and for attending Carolinas' PETS, become familiar with Rotary Club Central. You can access this online goal-setting tool for clubs by signing into My Rotary at [www.rotary.org](http://www.rotary.org). This valuable resource will help you assess your club's strengths, weaknesses, opportunities, and risks in order to set annual goals.

Think about the importance of these points as you plan your year of leadership.

### ***As President-Elect, you have these goal-setting responsibilities:***

- Developing or assessing your club's strategic plan in support of your vision
- Establishing annual goals that coincide with your club's long-range goals
- Ensuring that an action plan has been developed for each goal
- Assigning responsibility for the completion of each club goal
- Attending PETS and the district training assembly to further develop your goals with your leadership team

### ***As President, you have these goal-setting responsibilities:***

- Implementing and regularly evaluating your club's goals
- Inspiring club members to accomplish the goals

## ***A Strategic Plan***

Does your Rotary club have a strategic plan? Is it current?

A strategic plan, intended to last three to five years, helps guide your club toward its vision and stay relevant to current and potential members' interests. Your club's strategic plan should be considered a working, living document that is regularly evaluated to ensure that it continues to represent your club's goals for reaching its vision.

If your club doesn't have a strategic plan, develop one using the *Strategic Planning Guide* (Downloadable as a separate Microsoft® Word document from <http://www.rotary.org/document/745>).

## **Long-range and Annual Goals**

Your club strategic plan should include long-range and annual goals.

Your use of Rotary Club Central will help you develop your annual goals by assessing your club's current state and identifying strategies to achieve club goals.

You'll also work on your club's plans with your district leadership during your Carolinas' PETS training and at the district training assembly with your fellow club leaders.

Submit your completed goals to Rotary Club Central and to your district governor by 1 July (or as requested by your district governor).

## **Evaluation**

Once goals have been achieved, work with those who implemented them to determine which strategies were effective. Apply new insights to other goals and share them with your successors, the President-Elect and President Nominee, as they begin to develop goals for their terms.

Use the information that you've developed for Rotary Club Central as a work-in-process that can be updated as needed throughout the year. Review this information with your assistant governor and district governor during club visits.