

A. Increase Our Impact

1. Host speakers who are interesting and engaging to help us understand some of the issues in our Norfolk community, in District 7090, and in the Rotary world beyond.
 - 1.1 Club Services arrange for 6 or more speakers per year related to Norfolk community issues where our club may be able to have a community impact.
 - 1.2 Club Services arrange for 4 or more speakers to present on a topic related to the broader aspects of Rotary including the 7 Areas of Focus.
 - 1.3 Be intentional about sourcing some speakers from diverse populations represented in our community.
2. Raise enough funds in our community to allow the club to make a significant impact in our community and abroad.
 - 2.1 Budget \$75,000 in fundraising income annually through the W&MC, including \$35,000 net proceeds from CTA lottery.
 - 2.2 Foundation Chair plan for and achieve donations from members of our club to The Rotary Foundation's Annual Fund that exceed \$180 USD per member in 2025-26.
 - 2.3 Foundation Chair ensure that a fundraising event is held in 2025-26 to raise \$2,000 USD or more for RI's Polio Eradication Program.
3. Board ensure District Grants are utilized to full potential each year.
 - 3.1 Community Services propose a project by Oct. 2025 that will qualify for a District Grant and ensure that an application is submitted on time.
 - 3.2 Explore opportunities to collaborate with other Rotary clubs to increase the impact of the District Grant program.
4. Board plan a series of 3 or more "road trips" annually (excluding Area meetings) where rotating teams of 2 or more members visit other Rotary Clubs within our District.
5. Continue to search for opportunities to Identify and adopt a legacy project that will provide a sustaining legacy and high visibility within community, possibly spanning more than one year.
 - 5.1 Community Services research opportunities for our club to adopt a service project that addresses a need in Norfolk, can be ongoing or replicated annually, and raises our club's visibility in community.

B. Expand Our Reach

6. Youth Services recruit and assist at least one person to participate in each of: year-long exchange, RYLA, Jr RYLA, and short-term exchange (STEP).
 - 6.1 Take steps to strengthen relationships with the Norfolk secondary school staff and students and to build relationships with youth.
 - 6.2 Host dinners in 2 schools where our inbound students are attending to promote awareness, raise funds and recruit participants and host families to support our youth & exchange programs.
7. Recruit 5 or more members annually and seek out prospective members from a wide range of demographic areas not well represented in our club.
 - 7.1 Board consider alternative ways for younger people or people who are unable to attend on a Tuesday morning to engage with our club that will allow them to support our objectives in a manner that is flexible to their schedules and interests. Examples include establishing: (i) a satellite club for younger members, and (ii) establishing a cause-based “friends” group to assist with some of our projects such as an environmental group.
 - 7.2 Consider and implement if feasible a monthly trail walk and clean up for the Norfolk Sunrise Trail during March to October that will include members and “friends of Rotary” who share this interest. Emphasize the involvement of prospective new “Friends of the Sunrise Trail.”
8. Seek out ways for our club to collaborate with service clubs and other organizations in Norfolk and abroad to deliver programs, raise funds, and create other opportunities.
 - 8.1 Community Services seek out organizations across Norfolk to partner with to increase the club’s impact and reach within Norfolk.
 - 8.2 International Services maintain partnerships with international organizations that have a proven track record of reliability for managing international projects.
 - 8.3 International Services seek out opportunities to be the lead club on a local project that will qualify for a Global Grant and acquire an international partnering club so a Global Grant application can be submitted in 2026-27 or before.
9. Public Image continue to plan & execute a comprehensive media campaign to tell the story of the Rotary Club of Norfolk Sunrise.
 - 9.1 Continue with and reinforce existing media platforms and develop new platforms where feasible.
 - 9.2 Initiate use of the new ClubRunner Nova as our website platform and promote and assist members to become comfortable using ClubRunner so that 75% of club members log in and use this platform at least periodically during the year.
10. Community Services endeavour to support projects that represent Norfolk County geographically and the diverse sectors within the county.

C. Enhance Participant Engagement

11. Take steps to ensure that all members are as actively engaged in the work of our club as they are able, especially recent members.
 - 11.1 Membership Committee (MC) maintain a Mentorship Program to mentor new members.
 - 11.2 MC hold annual orientation session for club members to learn more about how our club, our District, Rotary International and The Rotary Foundation operate.
12. Develop a practice and schedule for gathering feedback from members to measure their satisfaction level. Ensure the Board takes follow-up steps based on the feedback received.
 - 12.1 Schedule bi-annual in-person feedback sessions or “Fireside Chats” to gather feedback from members concerning key issues for the club.
 - 12.2 MC schedule bi-annual surveys in alternate years to the Fireside Chats. Conduct the surveys in March, report the survey results to the Board in April and propose any follow-up recommendations to the Board no later than May.
 - 12.3 Schedule 2 meetings per year for committee reports, Foundation Chair and Club Counsellor updates at club meetings. Incorporate visual storyboards (on PowerPoint, easel, or handouts) with oral report to members.
13. Board ensure that a Club Counsellor is active to ensure our meetings and activities are conducted in a psychologically safe environment where everyone feels comfortable participating without judgement.
 - 13.1 Club Counsellor nurture this safe environment through a series of information sessions to the members and offering confidential discussions and advice and facilitating any conflict resolution.
 - 13.2 Add to the Club Counsellor’s role description responsibility for conducting exit interviews for any member who leaves our club.
14. Club Services plan a social gathering on the weeks when the club doesn’t have a regular meeting scheduled e.g. meet at a local pub 4:30-6 PM.
15. New committees meet in mid June 2025 to develop an action plan by each committee. The new Board meet before adjourning for the summer also to review the committee action plans.



D. Increase Our Ability to Adapt

16. The President-Elect ensure that Action Plan goals are being effectively pursued, and report progress to the Board regularly and to members periodically.
 - 16.1 The Board set aside one meeting annually (January) to review progress on the Club's Strategic Plan and to seek input from members on where changes in the plan may be merited.
17. Annually update the club's Action Plan and ensure an updated plan is ready for adoption by the Board in May/June 2025 and the members soon after.
 - 17.1 Engage the 2025-26 committee chairs as a Planning Committee to develop the plan for the year ahead.
18. The Board encourage participation by club leaders and other members to engage at the District level to learn about and contribute to Rotary outside of our club, and to benefit from the experiences of other clubs. The President-Elect promote and monitor this learning activity.
 - 18.1 Have 3 or more club members enrolled in the Rotary Leadership Institute (RLI) or other similar development activities at any point in time to maintain emphasis on developing leadership skills.
19. Take steps to develop the interest and skills for club leadership and build the club's capacity to adapt.
 - 19.1 The President's Advisory Council begin planning for leader role succession by October for the year ahead.