

ROTARY CLUB OF KAMPALA SOUTH **STRATEGIC PLAN July 2011 - June 2014**

Introduction:

The club strategic plan 2011-2014 has been drawn based on the draft 2008 – 2010 strategic plan that wasn't finalized. It focuses on the updates made in Rotary International's Strategic Plan effective July 2010 and is also streamlined with the District 9200 Strategic Plan 2009 - 2014

Recognizing that this strategic plan relate to long-term goals, it sets out how members of the Rotary Club of Kampala South see the club as it heads into the future. It is focused on the club's core activities. The Strategic plan will serve for continuity of the Club's Leadership plan and service projects. It will guide President Elects (PEs) during the period 2011 – 2014 in formulating their annual programs. The PE will lead a review of the Strategic Plan shortly before taking office and use it to guide the preparation of the annual work plan to be presented in the Planning guide by April of every year.

About RC of Kampala South:

The Rotary Club of Kampala South was chartered on 17th November 1992, sponsored by the Rotary Club of Kyambogo. It is one of the clubs in district 9200. After going through several ups and downs, it now has a reputation for being young, vibrant and innovative and every year has several club members serving beyond the club. It has implemented many community service projects, mostly located in the southern part of Kampala, where it has also sponsored the Rotary club of Kajjansi. Other projects have been in many other parts of the country including Northern Uganda, Mubende and Kayunga where there was a felt need. The club has recently qualified to receive grants under the Future Vision of Rotary and is in the process of transforming into a corporate entity.

Key strengths, weaknesses, opportunities and threats:

Strengths:

- *Young & energetic members*
- *Growing club*
- *Innovative*
- *Committed membership*
- *Good at fundraising*
- *Good diversity in membership*

Weaknesses:

- *Fast growing*
- *Not all members are knowledgeable about rotary*
- *Few projects*

Opportunities:

- *Qualified for Future Vision of Rotary*
- *Partnership*
- *Community needs*
- *Very many opportunities for service at community level*
- *Several members are serving beyond the club*

Threats:

- *Members are very busy and may not be able to commit much time to project activities*
- *Many competing organizations for local fundraising*
- *Community misconceptions about the work of Rotary and Rotarians.*

Club Mission, Vision and Core Values

The mission of the Rotary Club of Kampala South, based on Rotary's five avenues of service is to provide humanitarian service to our local and international communities and each other through active club membership.

The Vision of the Rotary Club of Kampala South is to be recognized as a pre-eminent service organization in the country – effective, vibrant, dynamic and fun to belong to.

The club is guided by core values that guide Rotarians the world over: Service, Fellowship, Diversity, Integrity, and Leadership.

PRIORITIES AND GOALS

The strategic direction for the Rotary club of Kampala South for the next 3 years are encompassed in three key strategic goals with supporting objectives as below.

1) ENHANCED PUBLIC IMAGE & RECOGNITION OF ROTARY

- In our communities, prepare a program that will be able to conduct public information campaigns and awareness of Rotary activities initially special emphasis to community activities which is one of Rotary's Four Avenues of service. It will be planned twice a year.
- Develop a club profile for distribution to the community/public / website
- Unify image and brand awareness in all service projects
- Publicize action oriented service
- Promote networking opportunities between the club and various corporate entities
- Develop vocational forums/workshops/seminars to the community (and also RCC) for learning and information exchange. Different areas of special needs and attention to the community to be drawn and implemented.

2) INCREASED CAPACITY OF THE CLUB TO PROVIDE HUMANITARIAN SERVICE

- Balance service projects in all five avenues of service
- Increase sustainable service in the Rotary Foundation's six areas of focus presented under the Future Vision of Rotary (Peace and conflict resolution; Disease prevention and treatment; Water and Sanitation; Maternal and Child Health; Basic Education and Literacy; Economic and community development)
- Increase member skills in assessment of community needs, project proposal development, financial and project monitoring
- Carry out a community needs assessment annually
- Support the Rotary Foundation
- Identify and implement fund-raising activities
- Strengthen club stewardship of Rotary funds
- Strategic cooperation and Partnership with corporate entities.
- Foster club innovations and flexibility

3) MEMBERSHIP GROWTH AND LEADERSHIP DEVELOPMENT

- Involvement of family members in club activities through Family of Rotary ; continuous emphasis through various activities drawn example joint home hospitality, Rotary dinner etc where families are involved.
- Improved quality of members through regular training
- Increase in diversity of members in terms of vocations, race, gender, age, religion, political and other persuasions
- Extend Rotary e.g. through Rotaract and Interact , RCC
- Expand leadership opportunities within the club to fully utilize the talents and skills of members
- Periodic assessment of club leadership performance in order to strengthen it
- Mentor, Coach and encourage members to serve beyond the club

Strategic objectives and implementation matrix

Priority Goal	Strategic Objectives / targets	Key Implementation Actions	Persons responsible	Assumptions
Enhanced Public Image and Recognition of Rotary	<ul style="list-style-type: none"> • Club website running and updated at least monthly • Club forms partnerships with at least one corporate entity every year • All service projects have provisions for publicity inbuilt 	<ul style="list-style-type: none"> • Public Information campaign • Develop and distribute club profile • Club website • Promote club brand through all service projects • Publicize action oriented service • Promote networking opportunities for the club and corporate entities 	<p>Director PR & PR committee</p> <p>Services project committee</p>	
Increased club capacity to provide humanitarian service	<ul style="list-style-type: none"> • Club implements at least one project in each avenue of service every year for every twenty members • Club implements global grants projects worth at least \$200,000 annually • All club projects show evidence of full member 	<ul style="list-style-type: none"> • Implement projects in all 5 avenues of service • Focus projects on 6 TRF priority areas • Increase members skills in community assessment, project proposal development, implementation and monitoring • Annual community needs assessment • Support the Rotary Foundation 	<p>Director Services Project & Project services committee</p> <p>TRF committee</p> <p>Club trainer</p>	

	<p>involvement and are implemented in compliance with TRF guidelines</p> <ul style="list-style-type: none"> • Club supports TRF to at least \$100 per capita per year • Club carries out at least 3 fund raising events annually raising at least \$30,000 	<ul style="list-style-type: none"> • Identify and implement fund-raising activities • Strengthen club stewardship of funds • Strategic partnership and collaboration with Corporate entities • Foster club innovations and flexibility 	<p>Fundraising committee</p> <p>Director of Finance</p>	
Membership Growth and Leadership Development	<ul style="list-style-type: none"> • The club has at least 4 members serving beyond the club annually • Club has a DG (or DGN or DGE by 2018) • Club membership grows by a net of 10% annually • Club sponsors at least 1 RCC, Rotaract and Interact club annually • Club maintains current gender and professional levels of diversity 	<ul style="list-style-type: none"> • Involvement of members families • Increase diversity • Improve member quality through training • Extend rotary through RCC, Rotaract & Interact • Expand leadership opportunities to all club members • Periodic assessment of club leadership performance • Mentor, coach and encourage members to serve beyond the club. 	<p>Family of Rotary chair</p> <p>Club trainer</p> <p>Director Membership growth & Development</p> <p>Director New generations</p> <p>RCC officer</p>	

