

Parts of the Strategic Planning Process	
Guiding Principles*	<p>Vision Statement</p> <p>A picture of the "preferred future"; a statement that describes how the future will look if the organization achieves its ultimate aims.</p> <p><i>" To be recognized by as the pre-eminent service organization within the community and by its membership as an effective, vibrant, dynamic and fun to belong to. "</i></p>
	<p>Mission Statement</p> <p>A statement of the overall purpose of an organization. Describes what you do, for whom you do it and the benefit.</p> <p><i>" Based on the Four Avenues of Service ,to provide humanitarian service to our local and international communities and each other, through active club membership "</i></p>
	<p>Goals</p> <p>Broad, long-term aims that define accomplishment of the mission.</p> <p><i>" ...Club Administration, Membership, Public Image, Service Projects, Rotary Foundation and Fundraising..."</i></p>
	<p>Visioning</p> <p>Using existing Strategic Plan or starting from scratch, have membership vision out all objectives and vote on the ones that mean the most to them. This process can be handled offsite or broken up into smaller sessions and handled at Club assemblies.</p>
	<p>Objectives</p> <p>Specific, quantifiable, realistic targets that measure the accomplishment of a goal over a specified period of time.</p> <p><i>"...Further development of the Presidents Development Council to help establish continuity in service direction, program implementation and leadership development..."</i></p>
S.W.O.T. Analysis	<p>Critical Success Factors</p> <p>Major items or issues that must "go right" to achieve one or more objectives. Review and set priorities. What criteria will be used to measure the success</p> <p><i>"...Retention and Growth of Membership..."</i></p>
	<p>Barriers</p> <p>Existing or potential challenges that hinder the achievement of one or more objectives. <i>"...we are a small club, not enough members to do this</i></p>
	<p>Strategies</p> <p>Broad activities required to achieve an objective, control a critical success factor, or overcome a barrier.</p> <p><i>"...Give Committee chairs access to their page on club website so they can edit and update their material..."</i></p>
	<p>Actions</p> <p>Specific steps to be taken, by whom and by when, to implement a strategy.</p> <p><i>"...Webmaster to create login access for committee chairs, 6-1-09..."</i></p>
	<p>Responsibility</p> <p>The person/group responsible for completing the objective. Is the current committee structure relevant to moving this plan forward.</p>
	<p>Time Frame</p> <p>The time frame to complete these objectives. Establish regular review process...annually in fall with club's <i>Presidential Development Committee.</i></p>
	<p>Next Steps</p> <p>With the Strategic Plan complete , finalize your Club Leadership Plan</p>

* Guiding Principles based on Object of Rotary along with RI and Club Core Values