

PREAMBLE TO ROTARY E-CLUB OF SOUTH AFRICA ONE STRATEGIC PLAN

Vision Statement - “Together, we see a world where people unite and take action to create a lasting change – across the globe, in our communities, and in ourselves.”

The Rotary Action plan will increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt.

Rotary’s core values represent the guiding principles of the organization’s culture, including what guides members’ priorities and actions within the organization. Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization’s leadership.

Service

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

Fellowship

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

Diversity

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

Integrity

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

Leadership

We are a global fellowship of individuals who are leaders in their fields of endeavour. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the [Object of Rotary](#) and [The Four-Way Test](#), which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining integrity in human relations.

ROTARY E-CLUB OF SOUTH AFRICA ONE - 3 YEAR STRATEGIC ACTION PLAN 2020 – 2023
WHILE HAVING FUN and PRESERVING THE CULTURE OF THE CLUB
CLUB ADMINISTRATION

1. We will continue to maintain our website www.rotaryclubsa.org by regularly updating it with interesting articles and links.
2. We will use the website www.rotaryclubsa.org for TOPIC of the Week in the Members Clubhouse where members are able to leave comments
3. We will continue to publish our newsletter, OUTA SPACE, on a monthly basis with a basic weekly Bulletin and encourage members to contribute articles and photos.
4. We will continue to seek ways to stimulate our fellowship and face-to-face meetings and always strive to include family and potential members and "Friends of the E-Club"
5. We will ensure that our Financial Statements are up to date, accurate and timeously submitted to SA Revenue services
6. We will maintain our PBO status and where applicable, our Section 18a status.
7. We will maintain and timeously update Club Runner membership details.
8. Strive to get every member to create a My Rotary Account on Rotary.org
9. Monitor progress towards achieving Presidential Citation.
10. We need to utilize the various General and Citation Resources that are available on Rotary.org
11. We will assist the Club President to ensure that the Administrative functions within the Club are maintained at a high standard.

General Resources - RESOURCE DESCRIPTION

[How to Set a Goal in Rotary Club Central](#) - A step-by-step visual guide to selecting and setting a goal in the Rotary Club Central tool for club officers

[How to Report Progress on Goals in Rotary Club Central](#) - A step-by-step visual guide to updating goals with progress and achievements in the Rotary Club Central Tool for club officers

[How to Record Service Activities in Rotary Club Central](#) - A step-by-step visual guide to adding details about service projects and activities in the Rotary Club Central tool for club officers

[How to View Information in Rotary Club Central](#) - A step-by-step visual guide to using features within the Rotary Club Central tool and viewing data at various levels for Rotarians

Rotary Citation Resources - RESOURCE DESCRIPTION

[Rotary Citation Webpage](#) - Learn more about the Rotary Citation and download a copy of the brochure.

[Rotary Citation Achievement Guide](#) - Tips and tricks for mastering the Rotary Citation.

[Reports: Rotary Citation Dashboard](#) - Navigate to the Awards section of the reports page to check club progress toward the Rotary Citation.

MEMBERSHIP

1. We have achieved our membership target of 40 members.
2. Whilst we believe that the comfortable number of members in our E-Club is 40 our strategy now is to maintain a membership of 40 and aim to grow to 50 during the 3 year period.
3. We will continue to induct young 'Friends of Rotary' members to keep them 'in the loop' and Alumni must remain our source.
4. We need to ensure that each new member, where appropriate, has a mentor.
5. We need to utilize the various Membership Resources that are available on Rotary.org

RESOURCE DESCRIPTION

[Rotary Club Health Check \(PDF\)](#) - Evaluate the health of your club and identify strengths and opportunities for improvement.

[Membership Assessment Tools \(PDF\)](#) - Understand the similarities between your club and community to recruit and retain members.

[Strengthening Your Membership: Creating Your Membership Development Plan \(PDF\)](#) - Develop a plan to recruit, engage, and retain members.

[Connect to Membership Leads \(PDF\)](#) - Manage membership leads for your club or district.

[Club Flexibility](#) - Understand how the most recent Council on Legislation flexibility measures can help your club thrive.

PUBLIC IMAGE

1. We will maintain our Facebook page and aim to add suitable posts on an ongoing basis.
2. We will aim to increase our Friends on Facebook by 20% each year. Where applicable these Friends may be future Rotarians for the Membership Committee to follow up.
3. Obtain press coverage in community newspapers at least once a quarter. Press coverage is spread over a wide geographical area – various Durban suburban newspapers, suburban newspapers in Port Alfred, Velddrif, White River, Potchefstroom and The Sunshine Coast, Australia have contained news items about our Club projects.
4. We must ensure that we continue to adhere to the Brand guideline requirements.
5. We need to utilize the various Public Image Resources that are available on www.rotary.org

RESOURCE DESCRIPTION

[Brand Center](#) - The Brand Center has the digital resources clubs need to create communications that are effective and consistent with Rotary's image. Here you can find the Rotary club brochure template, press release designs, and other resources.

[Voice and Visual Guidelines](#) - Refer to this tool for guidance on the Rotary voice, club logos, and color palettes and font styles for club communications.

[Messaging Guide](#) - This document provides simple advice for telling Rotary's story in a clear, compelling, and consistent way.

[Rotary Videos](#) - Use these videos to educate your community about Rotary's impact.

ROTARY FOUNDATION

1. We will continue to qualify for Grant Status to enable our Club to do Global Grants and attend the Foundation training each year.
2. We will continue to contribute to PolioPlus at a level of at least R1 000 per year.
3. We will continue to contribute to the Annual Programmes Fund at a level of at least R2 000 per year.
4. We will endeavour to do Global Grants when the opportunity arises. To successfully do this we need to maintain our networking with Clubs with whom we have successfully partnered.
5. We need to utilize the various Foundation and applicable Services Resources that are available on Rotary.org
6. We will avail ourselves of the opportunity to acquire funding for a D9370 District Grant

Foundation Giving Resources

RESOURCE DESCRIPTION

[End Polio Now](#) - Learn more about Rotary's fight to eradicate polio worldwide.

[The Rotary Foundation Reference Guide \(PDF\)](#) - Learn more about the Foundation's history and its efforts to improve the world.

[Rotary Foundation Facts \(PDF\)](#) - Get a snapshot of the Foundation's impact in 2016.

[Paul Harris Society \(PDF\)](#) - Learn more about the Paul Harris Society and how to encourage giving.

Service Resources applicable to Rotary Foundation

RESOURCE DESCRIPTION

[District and Global Grants](#) - Learn about the different kinds of grants that The Rotary Foundation offers and how to apply.

[Rotary's Areas of Focus \(PDF\)](#) - Learn about the different kinds of grants that The Rotary Foundation offers and how to apply.

[Community Assessment Tools \(PDF\)](#) - Evaluate your community's needs so your club can plan effective, meaningful projects.

SERVICE PROJECTS AND PROGRAMMES which includes all Club Programmes and Projects

Whilst our clubs main focus is on Basic education and literacy at Primary School level, we will strive to find suitable opportunities to undertake projects in the other 6 Areas of Focus of Rotary:

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and Sanitation
- Maternal and child health
- Economic and community development
- Supporting the environment
- Rotary Club Central – Ensure that our Club will continue to complete the various Goals and reporting on Rotary Club Central
- In our Youth Programmes our Club will focus on the Short Term Youth Exchange programme and strive to identify a suitable student each year. We will continue to be involved in our Interact Club and 2 EarlyAct Clubs and examine ways of chartering a Rotaract Club. We will support RYLA events in our District.
- We need to utilize the various Service and Young Leaders Resources that are available on Rotary.org
- Ensure that members complete and submit the Proposal for a Project Activity Document to the Director Club Administration for approval by the Club Board.

Service Resources

RESOURCE DESCRIPTION

[Lifecycle of a Project](#) - Learn about the steps that make a project successful and the tools available to help you do it.

[Engage Members](#) - Understand Rotary's history of service and various opportunities for your club to engage.

[District and Global Grants](#) - Learn about the different kinds of grants that The Rotary Foundation offers and how to apply.

[Rotary's Areas of Focus \(PDF\)](#) - Learn about the different kinds of grants that The Rotary Foundation offers and how to apply.

[Community Assessment Tools \(PDF\)](#) - Evaluate your community's needs so your club can plan effective, meaningful projects.

Young Leaders Resources

RESOURCE DESCRIPTION

[Youth Exchange](#) - Learn more about Youth Exchange and how to get your club involved.

[Rotaract and Interact](#) - Understand how your club can get involved with Rotaract and Interact.

[Empower Leaders](#) - Find new ways to engage young leaders in your community.

[Organize a RYLA event](#) - Learn more about what goes into organizing a Rotary Youth Leadership Awards program.

The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprises and, in particular, to encourage and foster:

1. The development of acquaintance as an opportunity for service.
2. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of their occupation as an opportunity to serve society.
3. The application of the ideal of service by every Rotarian to their personal, business and community life.
4. The advancement of international understanding, goodwill and peace through a world fellowship of business and professional people united in the ideal of service.

Avenues of Service

For years, Rotary's commitment to Service Above Self has been channelled through the Avenues of Service, which form the foundation of club activity.

- **Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the club. Learn about effective club service in Membership and Training .
- **Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards. Observed each October, Vocational Service Month spotlights Rotary club projects related to this avenue, offering opportunity for clubs and districts to use their professional skills in service projects.
- **Community Service** covers the projects and activities the club undertakes to improve life in its community.
- **International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace. Rotarians can support International Service by sponsoring a project in another country, seeking international project partners to support projects in their own communities, or by personally volunteering at an international project site.
- **New Generations Service** recognizes the positive change implemented by youth and young adults through leadership development activities as RYLA , Rotaract and Interact , service projects, and creating international understanding with Rotary Youth Exchange .

The Four-Way Test

The test, which has been translated into more than 100 languages, asks the following questions:

Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?