

Goldcoast Rotary Strategic Visioning Session
The Power Squadron
July 15, 2005

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EXTERNAL SWOT

STRENGTHS

- 1) Growth
- 2) Well Educated Population
- 3) Economy
- 4) Environment

WEAKNESS

- 1) Growth (demands on infrastructure)
- 2) Economy not diverse
- 3) Weather
- 4) Lack of Family History

OPPORTUNITIES

- 1) Growth (well planned for)
- 2) Secondary Education
- 3) Diversification of the Economy

THREAT

- 1) Growth
- 2) Government Regulations
- 3) Economy

INTERNAL SWOT

STRENGTHS

- 1) Members
- 2) History of Leadership
- 3) Money (including the ability to raise funds)
- 4) Organizational Structure

WEAKNESS

- 1) Lack of Rotary knowledge
- 2) Time Poverty due to other commitments
- 3) No long range plan

OPPORTUNITIES

- 1) Develop a long range plan
- 2) Growth
- 3) Improved Public & Community Relations
- 4) District Involvement

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INTERNAL SWOT Continued

THREATS

- 1) Drop in membership
- 2) Decreased membership involvement
- 3) Competition from other Not for Profit organizations
- 4) Decreased fund raising

CORE COMPETENCIES

- 1) Talent of membership
 - a) young members
 - b) wide range of talent
- 2) Fun Night Dealers
- 3) Rotary Charter
- 4) Recognition as a fund raising resource

CORE CAPACITIES

- 1) Money
- 2) Fundraising hardware (Fun Night Equipment, grill, etc.)
- 3) Additional Involvement from non participating members
- 4) Space to grow

DRAFT VISION STATEMENTS

- 1) The Rotary Club of Cape Coral Goldcoast will be internationally recognized in every area we put "Service Above Self"
- 2) The Rotary Club of Cape Coral Goldcoast will be more active in our district and the Rotary world.
- 3) The Rotary Club of Cape Coral Goldcoast will be Southwest Florida's #1 resource for non-profit fundraising and have an exponential impact on the growth of other charitable organizations in the community.
- 4) The Rotary Club of Cape Coral will service the community and the world through full club participation and education.
- 5) The Rotary Club of Cape Coral is second to none.

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AREAS FOR STRATEGIC INITIATIVES 2005-2008

- 1) Fundraising – February 2006
 - a). Develop 12 Casino Night per year
 - b) Signature Event – Dark Dining
 - c) Upscale Scavenger Hunt

- 2) Membership
 - a) Education/Development
 - 1 Commit 10 members per session to Rotary Leadership Institute
 - 2 One meeting per quarter dedicated to Rotary information outside our own club
 - 3 Encourage and spearhead commitment to have members actively involved in the district positions, meetings and events
 - 4 Specific incentives for bringing in new members i.e. shirts, etc.
 - 5 Release classification lists of business that are not represented in our club and challenge members to pursue
 - 6 For every member assign 3 mentors
 - 7 Thermometer showing current membership and progress

- 3) Programs
 - a) Scholarships - 2006
add one more scholarship
 - b) International – April 2006
appoint a committee to develop a program of international significance
 - c) Hands On – January of 2006
Appoint a committee to develop a local hands-on project

- 4) Fellowship
 - a) Continue with existing Football game and annual cruise
 - b) Renew favorite activities such as, Bowling, Boating, Theater
 - c) Initiate New Fellowships
 - New Orleans Road Trip (International Convention)
 - Baseball Game
 - Hockey Game
 - Picnic at Rotary Park with multiple clubs (Cookout)
 - d) Input from membership