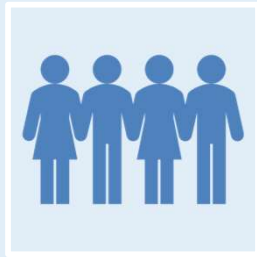


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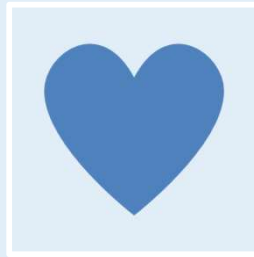


# 2026-2027 Vision

# Why



To give back to the  
community



To create meaningful impact  
in the lives of others



To help re-engage and  
strengthen our Rotary club

# Reservations



Could I commit to a full 12-month term?



Would members support my vision for the club?



How could we create lasting impact and improve engagement?

# Time Commitments



AS AN ACCOUNTANT, TAX  
SEASON DEMANDS SIGNIFICANT  
TIME AND ATTENTION



JANUARY THROUGH APRIL IS MY  
BUSIEST PERIOD ANNUALLY



LEADERSHIP WOULD REQUIRE  
CAREFUL BALANCE AND  
COMMITMENT

# Committed



IN NOVEMBER 2025, I  
ACCEPTED THE ROLE



I FOCUSED ON THE  
CHALLENGE OF MEMBER  
ENGAGEMENT



A VISION AND THEME WERE  
DEVELOPED AND SHARED IN  
MARCH 2026

# Planned Theme

- Connect, Serve, and Thrive Together

# Rotary Club of Calgary Centennial

## 2026 – 2027 Member Engagement & Growth Plan

**Theme: "Connect, Serve, and Thrive Together"**

The Rotary Club of Calgary Centennial will deepen member engagement by expanding hands-on local service, cultivating fellowship, empowering leadership growth, and sharing its story to attract the next generation.

**Annual Goals (July 2026 – June 2027)**

Focus Area	Target	Success Indicator
Membership Growth	+10% net growth (approx. +4 members)	44 → 48 members
Retention	≥ 92% returning members	Year-over-year renewals
Engagement	≥ 85% participate in ≥1 project	ClubRunner tracking
Leadership Development	5 members in new roles	District/club leadership list
Community Impact	3 signature projects	Service report summary

**Q1 (July–September): Reconnection & Momentum**

- Welcome Back Breakfast with vision presentation
- Worldwide Impact of Rotary Challenge
  - Sources news reports, traveling experiences with Rotary
- Rotary Buddy Refresh – pair new members with mentors
- Launch Impact Wall showing service photos & stats
- Quarterly coffee or evening social for fellowship

**Q2 (October–December): Service & Storytelling**

- Signature Fall Project (e.g., Soup Sisters, Rotary Helps YYC)
- 'Why Rotary' campaign featuring member stories
- Friends & Family Night combining service + social (i.e. Christmas Dinner)
- Mid-Year Pulse Survey to assess engagement
- Youth Partnerships
  - Rotaract/Interact
  - Rotary International programs (i.e. RAYEC, RYLA, & RYPEN)
  - Jack James & Connaught Schools

### Q3 (January–March): Growth & Leadership

- Rotary Leadership Month with weekly 10-min spotlights
- New Member Orientation Breakfast
- Service Innovation Lab – new project pitch challenge

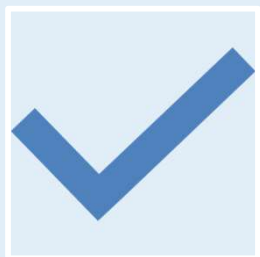
### Q4 (April–June): Celebration & Renewal

- Rotary Showcase Breakfast featuring impact stories
- Bring-a-Guest Challenge to grow membership
- Service Awards Gala (Rotarian, Service Hero, Emerging Leader) (i.e. President's Dinner)
- Succession Planning Workshop for 2027–28 leadership

### End-of-Year Outcomes (by June 30, 2027):

- Membership reaches 48 active members
- 3 signature projects completed (community, youth, international)
- Member satisfaction above 90%
- Media or public recognition in Calgary outlets
- Strong leadership succession for 2027–28
  - President
  - Three committee Leads
  - Club Engagement Lead - New

# District 5360 Training



Attended training on May 1 following a busy tax season



Training focused heavily on club engagement



Learned about Rotary's Action Plan and long-term club sustainability

## Rotary International and Rotary Foundations' Vision



Creating healthy clubs



Providing engaging experiences for all



Uniting people to create lasting change

The **ROTARY ACTION PLAN**



**IMPACT**

**REACH**

**ENGAGE**

**ADAPT**

# Rotary Action Plan Priorities



Increase Our Impact



Expand Our Reach



Enhance Participant Engagement



Increase Our Ability to Adapt

# ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.



## THE FOUR PRIORITIES



Let's develop and implement the practices, capacity, and infrastructure we need to define, measure, track, and analyze data from our service projects in a more effective way.

**In your club this might look like...**

Develop service projects that reflect the needs of your community and are more effective.

Let's share our values with new audiences, create ways to bring people together to experience the power of Rotary, and show that we're inclusive, engaging, compassionate, and ambitious about making change.

**In your club this might look like...**

Work with groups, organizations, and community leaders that you haven't partnered with before.

Let's use every encounter as an opportunity to show people how getting involved with Rotary allows them to make a bigger difference in their communities and for causes they care about.

**In your club this might look like...**

Make all members feel like they have a role in the club and make sure that anyone who engages with your club feels empowered to share their ideas and get involved.

Let's create a culture of research, innovation, and willingness to take risks so we can learn, evolve, and better serve our communities.

**In your club this might look like...**

Ask members what your club should continue, start, or even stop doing to ensure that the club reflects the needs of its members and potential members.

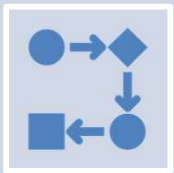
# Adapting and Evolving



Some members feel we have become more of a cheque-writing organization



We need to increase active service and engagement



To remain relevant, we must adapt and evolve

# Adapting and Evolving



MEETING FORMATS  
AND FREQUENCY



MEMBERSHIP DUES



PROJECT SELECTION  
AND FUNDING



HANDS-ON SERVICE  
OPPORTUNITIES



MEMBER  
ENGAGEMENT AND  
CLUB CULTURE

# Rotary Action Plan - Goals



Goals come from the membership



Strong 'why' leads to stronger outcomes



Long-term focus creates lasting impact



Goals must be intentional, measured, and reviewed

# Club Membership Goals

What is the membership goal for the 2026-2027 year?

Current active membership is 35

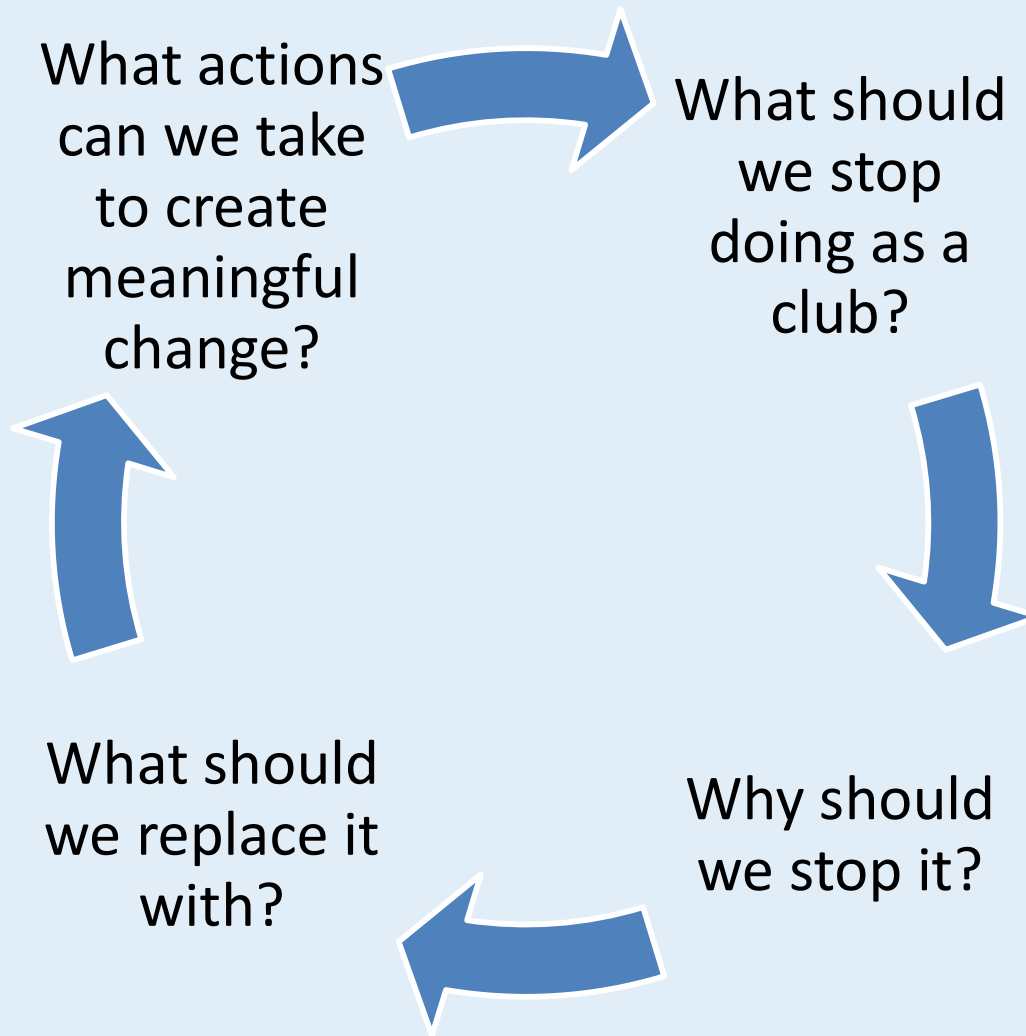
What is our club's current "brand"?

What makes us unique from other Rotary Clubs?

How do we explain/market our club to prospective members?

How do we onboard new members?

# Adapting and Evolving



# Executive Summary: 2026–2027 Mandate

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## Solid Foundation, Hunger for Engagement

- 21 of 23 members are highly satisfied with the club's current direction.
- Strong mandate to actively re-engage stagnant members.
- High priority on improving club-wide event and meeting attendance.



## Hyper-Local Impact Priority

- Overwhelming preference for local impact over global projects.
- High demand for hands-on service (e.g., food security, youth, seniors).



## Growth Through Social Connection

- "Growing membership" ranks as the #1 strategic goal.
- Identified need to lower structural and financial barriers to entry.
- Desire to blend volunteer activities with casual social/networking events.



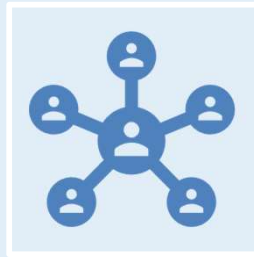
## Demand for Operational Transparency

- Clear demand for project-based reporting and success metrics.
- Members want to see the direct impact of their time and financial contributions.

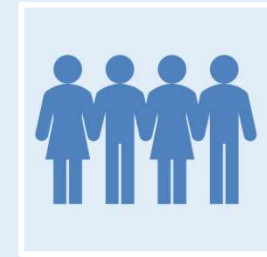
# A Path Forward



Together, we can build a stronger and more engaged club



A club that connects, serves, and thrives together



Creating lasting change in our community and ourselves

**#RotaryResponds  
#PeopleofAction**



**Event: Reach the Summit**

**Date: June 6, 2026 – 10:00 AM to 1:30 PM**

**Location: Brookfield Place Building  
#1700, 225 – 6th Ave SW  
Calgary, AB Canada  
T2P 1N2**

**Cost: Free**