

*"We were a dying club in many ways.  
The Club Leadership Plan has been the lifesaver of this club."*



## **Strengthen Your Rotary Club by Implementing the Club Leadership Plan**

The Club Leadership Plan, an extension of the District Leadership Plan, is vital to the stability, growth, and success of Rotary during our second century of service. It provides clubs with an administrative structure to standardize their procedures and guide their activities in pursuit of the Object of Rotary.

The Club Leadership Plan begins by having Rotary clubs develop standard procedures for continuity, communication, and Rotarian involvement. The plan includes strategic planning and goal setting using the *Planning Guide for Effective Rotary Club*. Its simple committee structure focuses on the central functions of a club and can be expanded to address club service goals and fellowship.

The Club Leadership Plan provides the basis on which each club builds its own identity. The nine steps for implementation are functions that all Rotary clubs need to address to be effective. A club may address these functions in any way it chooses. This flexibility allows the Club Leadership Plan to be implemented throughout the Rotary world. The Club Leadership Plan is supported by the new Recommended Rotary Club Bylaws, the Rotary leadership development cycle (including the presidents-elect training seminar and district assembly), the *Planning Guide for Effective Rotary Clubs*, and the *Memo of Club Visit*.

The Club Leadership Plan has been proven successful by clubs around the world and is the suggested structure for both new and existing Rotary clubs. All clubs should review the plan and determine which practices are already in place and which would benefit the club. Assistant governors should assist club leaders with their assessment and support their efforts to implement the plan. Implementation of the Club Leadership Plan will result in an effective club that is able to improve its community and the world.

For more information, contact your RI Club and District Administration representative. For a copy of the new Recommended Rotary Club Bylaws, visit the Download Center of [www.rotary.org](http://www.rotary.org).



# Club Leadership Plan

The purpose of the Club Leadership Plan is to strengthen the Rotary club by providing the administrative framework of an effective club. The elements of an effective club are to:

- Sustain and/or increase its membership base
- Implement successful projects that address the needs of its community and communities in other countries
- Support The Rotary Foundation through both financial contributions and program participation
- Develop leaders capable of serving in Rotary beyond the club level

To implement a Club Leadership Plan, current, incoming, and past club leaders should:

1. Develop a long-range plan that addresses the elements of an effective club.
2. Set annual goals using the *Planning Guide for Effective Rotary Clubs* in harmony with a club's long range plan.
3. Conduct club assemblies that involve members in the planning process and keep them informed of the activities of Rotary.
4. Ensure clear communication between the club president, board, committee chairs, club members, district governor, assistant governors, and district committees.
5. Provide for continuity in leadership, including the concept of succession planning to ensure development of future leaders.
6. Amend bylaws to reflect the club committee structure and roles and responsibilities of club leaders.
7. Provide opportunities to increase fellowship among members of the club.
8. Ensure that every member is active in a club project or function.
9. Develop a comprehensive training plan that ensures
  - Club leaders attend district training meetings
  - Orientation is consistently and regularly provided for new members
  - Ongoing educational opportunities are available for current members

Club leaders should implement the Club Leadership Plan in consultation with district leaders as described by the District Leadership Plan. The plan should be reviewed annually.

## Club Committees

Club committees are charged with carrying out the annual and long-range goals of the club based on

the four Avenues of Service. The president-elect, president, and immediate past president should work together to ensure continuity of leadership and succession planning. When feasible, committee members should be appointed to the same committee for three years to ensure consistency. The president-elect is responsible for appointing committee members to fill vacancies, appointing committee chairs, and conducting planning meetings prior to the start of the year in office. It is recommended that the chair have previous experience as a member of the committee. Standing committees should be appointed as follows:

- **Membership**  
This committee should develop and implement a comprehensive plan for the recruitment and retention of members.
- **Club Public Relations**  
This committee should develop and implement plans to provide the public with information about Rotary and to promote the club's service projects and activities.
- **Club Administration**  
This committee should conduct activities associated with the effective operation of the club.
- **Service Projects**  
This committee should develop and implement educational, humanitarian, and vocational projects that address the needs of its community and communities in other countries.
- **The Rotary Foundation**  
This committee should develop and implement plans to support The Rotary Foundation through both financial contributions and program participation.

Additional committees may be appointed as needed.

## Training Requirements

Club committee chairs should attend the district assembly prior to serving as chair.

## Relation to the District Leadership Team

Club committees should work with assistant governors and relevant district committees.

## Reporting Requirements

Club committees should report to the club board on the status of their activities on a regular basis and at club assemblies, as appropriate.