

VISION STATEMENT

Rotary Club of Kona is where Neighbors, Friends, and Problem-Solvers share ideas, join leaders, and take action to create lasting change in our community and worldwide.

We look to the Future.

ROTARY CLUB OF KONA.....

- Making a Better Place
- Create Lasting Change!
- Passion

CHARACTERISTICS

1. Engaged
2. Community Service Oriented
3. \$\$\$\$ Well Funded
4. DEI

OPPORTUNITIES

1. Ways of Communicating
Texting
2. Social Media
3. Increase Youth Exchange ***

CHALLENGES

Club Runner
Rotary Platform

WEAKNESS

1. BUDGET/ Finances
2. Remote Meetings Regularly
3. See Falls Short
4. PGA Delegation
5. Meals Program

STRENGTHS

1. Diverse & Welcoming Group
2. We have Fun!
3. Social Calendar
4. Networking
5. PGA Connection

THINGS TO STOP

- Weekly Meetings
- Same Types of Speakers
(Diversify/ ie., Non-Profits)

Impact	Reach	Engage	Adapt
PR	PR	Parades	Social Media/Membership
Community Service	Parades	Membership	Youth

Wants Doing Well

1. Friendship
2. Community Service
3. Business Support/ Networking
4. International Global Grants
5. Make it a Better World (ie., Student Exchange Program)
6. Youth Program

WHERE WE FALL SHORT

1. PR....Get our Story out to the Public
2. Parades
3. Social Media Presence
4. Community Service
5. Membership Engagement
6. Reduce Average Membership Age
7. Business Networking
8. Foreign Exchange Program(s)

WHAT DO WE WANT?

More involvement w/Interact

Environment Issues (engagement)

Cultural Activities,,,,,ie., "Old A" Burial Site" How do we help normalize situation?

More communication w/govt. and other service agencies

WHAT DOES COMM NEED?

WHAT DO WE CURRENTLY HAVE?

Scholarships

Grants

Great Speakers

Newsletter

COMMUNITY MEMEBERS TO REACH OUT TO?

1. Mayor....request a "chat"
2. Hui Lailima – group of 1st Fridays, etc.
3. Kapuna Softball Group....sports groups.....Little League, etc.
4. Schools, Elementary
5. Mentoring, Tutoring, Boys/Girls Clubs, Big Brothers, Big Sisters, FSH, Teenage Summer Employment Programs.

NEW IDEAS TO "TEST"

Thank You Discount Cards Rotary Club Member Exchanges Update Website

Modify Grants Update WEBSITE Add Admin Allowance

Strengths

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Members

Speaker Programs

Club is Welcoming and Friendly

Weaknesses

Not Very Diverse Membership

PR – Shirts – Social Media

Signs

Mahalo Partys/ Thank Yous

COMMITTEES

More Community Service

Not just giving \$\$\$

Membership Material Update