

PROBUS CANADA

STRATEGIC PLAN

Approved December 11, 2015

To promote PROBUS through effective, ongoing communications with all clubs and support for the establishment of new clubs.

MISSION

To have a PROBUS club in every community where retired and semi-retired people seek to be in the company of each other directed solely towards acquaintance, fellowship, and learning, free from the constraints of politics, religion, fundraising, and competition.

STATEMENT OF VALUES

"[It is important] to stimulate thought, interest and participation in activities at a time of life when it is easy to become complacent and self-centred."

John Morris in a speech to Alliston Rotary Club, Aug.23, 2010.

Guidelines for the National Board of Directors

“SMART” GOALS

(Specific / Manageable / Assignable / Realistic / Timeframed)

1 - Increase knowledge and understanding of the founding principles for PROBUS by all. (*Ongoing*)

2 - Increase membership and/or number of PROBUS Clubs to eliminate waiting lists, and establish new clubs in communities where PROBUS clubs do not yet exist.

3 - Ensure regular communication between PROBUS Centre Canada and PROBUS clubs for mutual understanding and support.

4 - Promote sharing of effective speakers and positive activities (*Ongoing*)

5 – More effectively Promote PROBUS image.

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ACTION PLAN

Goal #1 - Increase knowledge and understanding of the founding principles for PROBUS by all.

- 1 - Dedicate March of each year as PROBUS month, wherein clubs are urged to raise awareness among members and the community at large of PROBUS and its founding principles, history and importance to the retirement community. Increase # of participating PROBUS clubs by say 20% annually. (*Ongoing*)
- 2 - Seek feedback from clubs on their effective activities and publicity in April each year.
- 3 - Provide sample activities and publicity suggestions to individual clubs in person and/or in newsletters regularly. (*Ongoing*)

Goal #2 - Increase membership and/or number of PROBUS Clubs to eliminate waiting lists.

- 1 - Promote clubs of declining membership to those clubs who have waiting lists as an option to prospective members. (Remind that it is possible to belong to more than one club. Joining a different club need not remove their name from wait list of another club.) Cover this topic when contacting each club by phone, e-mail or in newsletters. (*Ongoing*)
- 2 - Encourage clubs with waiting lists to consider sponsoring the formation of a new PROBUS club, on their own or in cooperation with another club.
- 3 - Support clubs that have declining membership with strategies to seek new members.
- 4 - Develop promotable tools for handouts to communities, service clubs, libraries, town halls, retirees' meeting locations, etc encouraging potential members to join existing clubs or help with the formation of new clubs.
- 5 - Encourage clubs to maximize the effective tool of personal invitation by current members to friends and prospective members they know or meet.

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Goal #3 Ensure regular communication between PROBUS Canada and PROBUS clubs for mutual understanding and support.

1 - Promote regularly the PROBUS Canada website to clubs and members, as a source for learning, and sharing resources (e.g. speakers, activities). (*Ongoing*)

2 - Each Director will determine regular, effective communication timelines and formats between themselves and their clubs. Eg. Newsletters, presidents' forums Occasionally, matters needing prompt attention of clubs may require additional emails / phone calls.

3 - Provide guidelines for regional conferences and/or national convention based on cost recovery and past success.

4 – Directors will visit each club at least once during their three-year term. Further visits are warranted on special anniversaries. It is proposed that the director contact each Club in the district at least once per year either by phone, e-mail or in person. (*Ongoing*)

Goal #4: Promote sharing of effective speakers and positive activities among clubs in a given area.

1- Encourage clubs to share with each other current contact information to facilitate the sharing of ideas and resources. (*Ongoing*)

2 - Establish an area contact in each club where the number of clubs warrant it to manage the sharing of information (e.g. to fill a bus for an excursion, etc.). (*Ongoing*)

3 - Promote the use of speakers' list on PROBUS Canada website, to share topics, contact information and geographic area, with speaker permission. Also, cover this as a topic with each visit, phone call or e-mail, where proximity makes it useful. (*Ongoing*)

4 - In Districts where there are separate regional meetings generally due to distance, promote sharing of the minutes from the various groups with all clubs in the District. (*Ongoing*)

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Goal #5: More Effectively Promote PROBUS Image.

1 - Update PROBUS brochure to reflect current practice and make it available to all clubs.

2 - Connect with local Chamber of Commerce and public libraries to determine opportunities for sharing the good news that is PROBUS. Eg. Info fairs, lists of available social activities, etc. (*Ongoing*)

3 - Seek news media coverage for special events at the club or regional level.