

**South St. Paul/ Inver Grove Heights
Rotary Club
S.W.O.T. Analysis**

Strengths

- Passion
- Everyone in club is “networked”
- Commitment
- Experience-long standing members
- Community orientated
- Financially sound
- Cohesive
- Hard working
- Strong focus on local and international mission
- Member respect– congenial
- SOHR Award

Weaknesses

- Small club in big community
- Challenge of recruitment
- Lack of new members
- Trouble of reaching younger community
- Lack of person power
- Lack of difference between clubs
- Having weekly meetings
- Awareness of mission (lack of)
- Competition
- Big corporation– members
- Lack of persistence
- Complacency
- Large % of club goes away on weekends
- Lack of women
- Diminishing number of club
- Lack of interaction with other clubs
- Lack of presence
- We’ve always “done it that way”
- PR and Social Media

Opportunities

- SOHR award: can be really big, club recognition, name/after event recognition.
- Blow our own horn
- Collaborating with our clubs
- Well known members
- Social Media: who/when, P.R. plan
- Any strengths and weaknesses into opportunities
- Only scratched surface– members

Threats

- Generational differences: losing young because we don't fit model
- Different set of expectations
- Good workers are invisible
- Member complacency : check writing
- Letting money talk for club
- Get worn out
- Retirement– job changes
- Get to small– not effective
- Competition
- General economic trends
- Image of seriousness: real/perception
- Cost
- Time of day/work day timing