

Workshop Title:

Exchange Club Essentials: Strategic Planning in 2 Hours

Duration:

2 hours

1. Welcome and Overview (10 minutes)

- Opening remarks and a brief overview of the workshop objectives.
 - Quick round of introductions: Name and Club
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2. Setting the Stage (10 minutes)

- Brief presentation by a facilitator or guest speaker from CA/NV or National Exchange Club.
 - Key trends or successes in Exchange Clubs.
 - Importance of strategic planning for long-term success.
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3. Identifying Strengths and Challenges (20 minutes)

- Discuss and document:
 - What's going well in your club?
 - What's a key challenge or area for improvement?
 - Share highlights with the whole group (brief, 1-minute summaries).
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4. Strategic Focus and Goals (20 minutes)

- Present 2–3 common focus areas for Exchange Clubs (e.g., membership, fundraising, or community impact).
 - Each club or group selects **one focus area**.
 - Discuss specific goals and solutions using a structured framework:
 - What's the desired outcome?
 - What steps are needed?
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5. Action Planning (30 minutes)

- Each club works independently to create a 3-month action plan:
 - Specific goal(s).
 - Action steps, deadlines, and responsibilities.
 - Resources or support needed.
 - Facilitators provide guidance and answer questions - District Director, CA/NV, or National Representative.
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6. Sharing and Collaboration (20 minutes)

- Clubs share their action plans in a quick roundtable format.
 - Participants offer suggestions or identify opportunities for collaboration.
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7. Wrap-Up and Next Steps (10 minutes)

- Recap key takeaways from the session.
- Provide resources for ongoing support (e.g., templates, contact info).

Encourage follow-up meetings or peer support groups to track progress.