



2024-2027



STRATEGIC PLAN

with DARE Impact Consulting.

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Key Statements

2023-2027 Strategic Priorities

- Building a Strong Foundation
- Expanding our Reach
- Growing infrastructure

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ABOUT LASALLE ROWING CLUB

OUR VISION

By 2034, Windsor-Essex is home to a vibrant community of rowers with ample opportunities to row for fun, fitness, and competition.

OUR MISSION

LaSalle Rowing Club fosters a love of rowing in our members and our community.

OUR VALUES

- Teamwork: We work together, on and off the water.
- Inclusion: We ensure opportunities are inclusive of all perspectives and abilities.
- Transparency: We function best when everyone shares information they need to fully participate.
- Passion: We share our love of rowing with each other and the community.

We foster a love of rowing in our members and our community by...



BUILDING

a strong foundation for growth through clear, transparent, and effective internal processes.



EXPANDING

our reach by engaging the community in our love of rowing.



GROWING

infrastructure to enhance opportunities for rowing in Windsor-Essex County.



We build a strong foundation for growth through clear, transparent, and effective internal processes which include:

ENSURING THAT ALL MEMBERS EMBRACE OUR VISION, MISSION, AND VALUES

- Town Hall for members and key stakeholders to showcase the Strategic Plan.
- Publishing our key statements on our website, in the boathouse, in the newsletter, and on social media.
- Creating a welcome package for new and prospective members that includes key statements.

COMMUNICATING THE RIGHT INFORMATION WITH OUR MEMBERS AT THE RIGHT TIME

- Including key policies, procedures, and dates in the welcome package.
- Conducting a planning cycle each season and communicating plans with members.
- Holding regular Town Halls to share news with and gather feedback from members.

DOCUMENTING ALL PROCEDURES AND CREATING A SYSTEM FOR REVISING THEM

- Creating an ad-hoc committee to document current procedures.
- Designing a process for identifying the need for new procedures and documenting them.
- Communicating procedures in a consistent and accessible way.



We expand our reach by engaging the community in our love of rowing, through:

SPREADING THE WORD ABOUT LRC THROUGHOUT THE COMMUNITY

- Creating a committee to support external communications.
- Developing a communication strategy for social media, website, community calendars, and earned media.
- Regularly updating key communications channels.

FINDING UNIQUE AND MUTUALLY BENEFICIAL OPPORTUNITIES TO SHARE WITH THE COMMUNITY

- Developing a quarterly calendar of community events and attending relevant ones.
- Teaching community members and fitness leaders proper erging techniques.
- Developing a volunteer team and event engagement strategies.

BUILDING PARTNERSHIPS TO INCREASE OUR FOOTPRINT ACROSS THE COMMUNITY

- Engaging local municipalities to identify opportunities.
- Building relationships with secondary and post-secondary education.



We grow our infrastructure to enhance opportunities for rowing in Windsor-Essex County by:

INCREASING THE NUMBER OF AND QUALITY OF BOATS

- Purchase a new safety boat.
- Seek out funding opportunities to support new purchases.
- Build relationships with other clubs for potential resale opportunities.

DEVELOPING A BOAT LIFE-CYCLE PROCESS

- Convene an ad-hoc committee to establish boat life-cycle process.
- Determine required funding to support boat life-cycle.
- Identify a short, medium, and long-term asset (boat) development plan.

INCREASING THE PHYSICAL FOOTPRINT OF THE CLUB

- Conduct an internal prioritization process for growth options.
- Engage Town of LaSalle and other key stakeholders in discussions and planning regarding the physical footprint.
- Develop strategy to increase physical footprint.

HOW WE DEVELOPED OUR PLAN

As a fully volunteer-run organization, our members are essential for our success. That's why we maximized engagement throughout this process, which took place from August - October 2023.

Surveys and interviews with current and former members (28 total)

Board and coach survey (8 responses)

2 planning sessions with members

Partner interviews (10 local, provincial, and national)



NEXT STEPS



DATE TBD

JOIN US FOR A TOWN HALL TO
CELEBRATE THE NEW
STRATEGIC PLAN AND HEAR
ABOUT OPPORTUNITIES TO
HELP US PUT IT INTO ACTION

IN FALL 2023

**“ Rowing is a sport for dreamers.
As long as you put in the work,
you can own the dream.”**

JIM DIETZ

