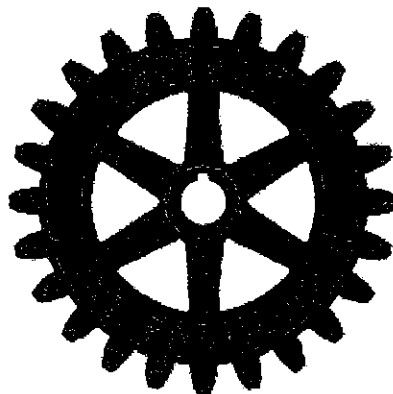


Don Frederick



ROTARY CLUB OF ANN ARBOR NORTH

Strategic Plan

2003-2006

Enacted by the Board of Directors April 5, 2000

Reviewed by the Board of Directors October 1, 2002

Approved by Club Assembly April 17, 2003

MAY 15 2003

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MISSION STATEMENT

The Rotary Club of Ann Arbor North is a service group dedicated to the complementary purposes of fellowship and service to others, accomplished through a variety of local and international projects with broad member participation in partnership with other people and organizations, in the spirit of Rotary International.

VISION STATEMENT

The Rotary Club of Ann Arbor North envisions a club of vibrant, active people who enjoy their membership. We seek to recruit new, like-minded members to help us take and maintain a leadership role in our community and in Rotary, demonstrating our commitment to action and ideals.

ROTARY INTERNATIONAL

The mission of RCAAN can be attained only within the ideals of Rotary International. In that spirit, the Object of Rotary International and the guidelines set forth by it are a meaningful framework for RCAAN's activities.

Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First. The development of acquaintance as an opportunity for service;

Second. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

Third. The application of the ideal of service in each Rotarian's personal, business and community life;

Fourth. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

GROUP VALUES

RCAAN expects that its members individually and together as a club will conduct themselves consistent with the values contained in the Four Way Test of Rotary International.

Four-Way Test

Of all things we think, say or do:

One. Is it the TRUTH?

Two. Is it FAIR?

Three. Will it build GOODWILL and better friendships?

Four. Will it be BENEFICIAL to all concerned?

OBJECTIVES

Objective 1. Maintain the vibrancy of our membership

A vibrant membership helps sustain club impact as members' circumstances change, become involved with other activities or leave the club. Keeping members interested and involved allows the work to be spread out among many people, renews the board and club leadership, and provides a flow of talent and ideas into the district.

Building and maintaining a diverse and vibrant membership includes many integrated activities. These will include the following:

- Consistently add members targeting 60 + as an ideal-size club
- Provide timely orientation and communicate expectations to new members
- Encourage all members to participate in two or more projects annually
- Devote one meeting annually to discussion of club history
- Recognize member contributions across four avenues of service

Objective 2. Participate in the International aspects of Rotary

Support world peace and understanding through education about international issues and international exchange of visitors. Activities include:

- Promote and act as host club for:
 - a) Group Study Exchange in cooperation with other clubs
 - b) Rotary Youth Exchange with involvement of host families
 - c) Ambassadorial Scholars
- Promote and act as sponsor club for:

- a) Group Study Exchange
- b) Rotary Youth Exchange
- c) Ambassadorial Scholars particularly Peace Scholars
- Contribute to World Community Service Projects
- Encourage members to attend RI International Convention
- Provide regular information and perspective by including international presentations as part of weekly club programs.

Objective 3. Build a visible community presence

- Initiate service projects that are based on documented community needs
- Utilize Public Service Announcements of future events in local and national media (e.g., CTN, WAAM)
- Periodic mention of club accomplishment in local media (e.g., in AA Community News or AA Observer)
- Build and maintain a club website
- Encourage members to share Rotary ideals with business
- Contribute funds for local community needs
- Solicit support for International Projects from within the local community

Objective 4. Encourage fellowship among our members

Provide and support opportunities to interact socially among members. Opportunities include:

- RCAAN meetings
- Service activities
- Fundraising activities
- District activities
- Social gatherings
- Attending other clubs
- Keeping the RCAAN picture directory current
- Regular phone contact with senior members

Objective 5. Identify and launch a signature project

Create and lead a long-term project that can become well known as affiliated with the club. The goal of such a project is to create visibility for the club around a meaningful community activity, while attracting prospective members and partners interested in becoming involved. The criteria for project selection would include:

- Sustainable
- Visible and tangible
- Impact a broad segment of the community
- Ties fund raiser with project

Objective 6. Provide financial resources to support RCAAN operations and the Rotary Foundation

- a) Apply appropriate management practices to sustain club operations and maintain fiscal stability.
- b) Solicit contributions to RCAAN Foundation
- c) Conduct fundraisers to raise money for the RCAAN Foundation, targeting ever-increasing amounts to sufficiently fund club service projects.
- d) Facilitate and encourage member contributions to Rotary Foundation
- e) Annually, commit a significant club contribution to The Rotary Foundation

MONITORING AND EVALUATION

The Board will develop an action plan annually to implement objectives, with the President-Elect and newly elected board members active in this process prior to the beginning of the Rotary year (target completion: August Board meeting)

The board will report semi-annually to the membership concerning all actions in support of strategic objectives (target dates: January, May Board meetings).

In the fall of the third plan year (2005), a new strategic plan committee will be formed by the board, led by the President-Elect, to create a new three-year strategic plan.

1999-2000 Strategic Planning Committee: Brent Lofgren, chair, Scott Olson, facilitator, Don Broderick, Karen Sernett, Deonne Taylor, Phil Zepeda