

# Rotary Club of Holland, Michigan

P.O. Box 2278, Holland, MI 49422-2278, [www.hollandrotary.org](http://www.hollandrotary.org)

## STRATEGIC PLAN

### *Our Vision*

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The Rotary Club of Holland is a diverse group of friends who passionately care about and serve each other, the community and the world.

### *Our Mission*

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**We INVITE ACTIVE involvement of BUSINESS, PROFESSIONAL AND COMMUNITY LEADERS -**

Inspire and develop **YOUTH** leadership

Provide meaningful **SERVICE IN OUR COMMUNITY**

Promote peace and understanding through **SERVICE IN OUR WORLD.**

### *Our Values*

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**The Four-Way Test** of things we think, say, or do:

Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?

### *Our Areas of Focus* for Actions and Activities

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- **INVITE** - Emphasis on being invitational - Encourage our members to be invitational in all our activities. Launch a “You’re Invited” campaign. Dine with Nine, PR / Communications emphasis on who we are and what we do.
- **ACTIVE** - Emphasis on active involvement in our Club - Encourage all our members to actively participate in the fellowship, business networking, service and fund raising efforts of our Club. Build membership (MAGIC & Vocations at Work Committee functions), Build ethnic diversity of membership, Business networking.
- **YOUTH** - Emphasis on youth leadership development (Youth, Schools & Colleges Committee) - Initiate an InterAct Club. Support Leaders For the 21st Century. Increase the number of students we send to Life Leadership Conference. Nominate an Ambassadorial Scholar, a Rotary Peace Fellow, and RYLA participants. Explore the idea of a Rotaract Club in Holland.
- **SERVICE IN OUR COMMUNITY** - Do more hands-on and be more invitational in our community service projects. Identify a signature hands-on project. Identify a signature fund-raising project.
- **SERVICE IN OUR WORLD** - Support the work of our International Service Committee. Highlight Rotary Foundation and their Future Vision Plan.