Livingston Sunrise Rotary Club Strategic Plan - Draft

Mission of Rotary International

The Mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, good will and peace through its fellowship of business, professional and community leaders.

The Object of Rotary

First formulated in 1910 and adapted through the years as Rotary's mission expanded, the Object of Rotary provides a succinct definition of the organization's purpose as well as the club member's responsibilities:

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 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.

The Four-Way Test

Followed by Rotarians worldwide in their business and professional lives, The Four-Way Test was created by Rotarian Herbert J. Taylor in 1932. It has since been translated into more than 100 languages and is used by the organizations and individuals through the world.

Is it the Truth?
Is it fair to All Concerned?
Will it Build Goodwill and Better Friendships?
Will it be Beneficial to All Concerned?



All sections on this page: Luanne Bibbee & Rennia Dombrowski, co-captains Our Club Vision

The Livingston Sunrise Rotary Club, through active participation, will

Our Club Mission

The Livingston Sunrise Rotary Club will be guided by the Object of Rotary to

Our Core Values

The Livingston Sunrise Rotary Club believes that

How We and Others View the Livingston Sunrise Rotary Club

Our Core Goal

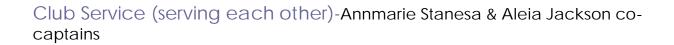
Our Key Strategies

Our Key Strategies are all of equal importance in achieving our Core Goal. Through our various club committees, and our members working together and individually, we will develop and implement actions in support of our Core Goal. The following pages represent each avenue of service and our strategies.

Note: S-Team co-captains will also oversee the writing of our club's "15-second elevator speech."



Our Club Meetings (Club Service) – Annmarie Stanesa & Aleia Jackson, cocaptains





Celebrating and Growing Our Members Vocational Expertise (Vocational Service) – Steve LaCommare, captain



Strengthening and Growing our Membership – Chuck Thompson & Kathryn Wutz, co-captains

Supporting and Strengthening Community Projects (Community Service)

- Mike Murphy & Jim Watters, co-captains

Our International Projects (International Service) – Peggy Hall & Lee Halsted, co-captains

Our Fundraising – Bryan Bradford & Dave Wanlass, co-captains



Public Relations - Wayne Perry, captain

Strategic Plan Implementation

I. Upon approval of the board and Membership,, be responsible for ongoing implementation of the plant. The President-Elect and Strategic Plan Committee chair shall jointly oversee the Strategic Plan Committee (S-Team).	will
II. It is the board's responsibility, with the cooperation of the S-Team, to review the plan at least to times each year. The Membership will be included in the process and any proposed changes will discussed at a regular meeting or club assembly.	
The points of review are:	

III. The Club's organization Chart is included in this document and revised annually; and/or as

1. 2.

changes occur.

Livingsion Sunrise Relary Club

Strategic Plan - Draft

Sample Strategy/Tactic			
Strategic Area:			
Tactics:			
Goals/Object	ives:		
Responsibility:			
Measure of Su	ıccess:		
Target Dates:			
(Sample)			
Strategy:		anize and focus the Membership Committee on developing goals for ership retention, and growth and tactics to achieve those goals.	
Tactics:	Develo	opment/organize a membership development drive.	
Goals/Objectives:		 Increase involvement of all members by forming teams & competing Utilize each team members' network of contacts Set a minimum goal of one new member for each team 	
Responsibility	: Memb	ership Committee Chairperson & committee	
Measure of Success:		 Active involvement of all members Attraction of 5 or more new members 	
Target Dates:	tes: 1. Form teams and begin planning by 9/1/11 2. Begin membership drive by 10/1/11 3. Complete drive and new member inductions by 1/1/12		