

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 ?

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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."



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Our Club Meetings (Club Service) – Annmarie Stanesa & Aleia Jackson, co-captains

Actions to Support this Strategy 2011 – 2013



Strategic Plan - Draft

Club Service (serving each other)-Annmarie Stanesa & Aleia Jackson co-captains

Actions to Support this Strategy 2011 - 2013



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

Actions to Support this Strategy 2011 – 2013



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

Actions to Support this Strategy 2011 – 20013



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Supporting and Strengthening Community Projects (Community Service)

– Mike Murphy & Jim Watters, co-captains

Actions to Support this Strategy 2011 – 20013



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

Actions to Support this Strategy 2011 – 2013



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

Actions to Support this Strategy 2011 – 2013



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The Rotary Foundation (RI Foundation, not the Club Foundation) – Steve LaCommare & Jeff Schreiber, co-captains

Actions to Support this Strategy 2011 – 2013



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Public Relations – Wayne Perry, captain

Actions to Support this Strategy 2011 – 2013

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Strategic Plan Implementation

I. Upon approval of the board and Membership, _____, will be responsible for ongoing implementation of the plan. The President-Elect and Strategic Plan Committee chair shall jointly oversee the Strategic Plan Committee (S-Team).

II. It is the board's responsibility, with the cooperation of the S-Team, to review the plan at least two times each year. The Membership will be included in the process and any proposed changes will be discussed at a regular meeting or club assembly.

The points of review are:

- 1.
- 2.

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

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Sample Strategy/Tactic

Strategic Area: _____

Strategy: _____

Tactics:

Goals/Objectives:

Responsibility:

Measure of Success:

Target Dates:

(Sample)

Strategy: Reorganize and focus the Membership Committee on developing goals for membership retention, and growth and tactics to achieve those goals.

Tactics: Development/organize a membership development drive.

Goals/Objectives:

1. Increase involvement of all members by forming teams & competing
2. Utilize each team members' network of contacts
3. Set a minimum goal of one new member for each team

Responsibility: Membership Committee Chairperson & committee

Measure of Success:

1. Active involvement of all members
2. Attraction of 5 or more new members

Target Dates:

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