



## Our Voice

As the Best Damn Rotary Club on the Planet, the Rotary Club of Point West - Sacramento has a unique voice and ethos that we want to live up to and proclaim in order to “stand out in the crowd.” Our distinctive and playful personality sets us apart, so we want to celebrate that.

We will tell our story in our own voice, which is:

- **Smart** — We are insightful and discerning. We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We should sound knowledgeable, perceptive & confident.
- **Compassionate** — We tackle community and world challenges with empathy and understanding. We champion real people and stories that are relatable and universal. We should sound thoughtful, sincere & engaging.
- **Persevering** — We find lasting solutions to systemic problems here and abroad. We should sound bold, purposeful, and courageous.
- **Inspiring** — We encourage others to take action, conveying hope, enthusiasm, and passion. We should sound upbeat, hopeful, and visionary.

As the self-proclaimed premier Rotary Club worldwide, (i.e. the best of the best), it is more critical than ever to innovate because if we live up to that title, we will be imitated and looked up to. In order to stay relevant in Sacramento and in today’s world, we need to combine our overarching Rotary voice with an even louder voice specifically from our club that has our unique, fun, rowdy, and even sometimes mischievous flavor that sets us apart. We need to build on our past successes while continuously seeking new, innovative ways to trailblaze and communicate our relevance and our commitment to our community.

**As we aspire to stay fresh, push the boundaries and remain on the cutting edge, embracing new ideas, new people, and new ways of looking at things, our voice must match our aspirations so that we can engage new audiences and welcome new members.**

### Our Mission

The Rotary Club of Point West - Sacramento is a vibrant community service organization promoting service to those in need, goodwill, peace, and fellowship.

### Our Vision

Be a major contributor to children’s charities and other local and global charitable opportunities and to be recognized for such.

### Our Core Values

Service, Fellowship, Respect, Diversity, Integrity, and Leadership.

### Our Brand

Great people doing extraordinary things and having fun while doing it!

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