

ROTARY CLUB OF LINCOLN 3-YEAR VISION

OUR VISION

The vision of the Rotary Club of Lincoln is to be the premier service club in Lincoln because it positively impacts the lives of our local, national and international communities.

3-YEAR VISION STATEMENT

The Rotary Club of Lincoln continues to be identified as the best service club in our community. The Club is also one of the best in District 5180 as evidenced by our awards at District Conference.

The following identifies other attributes of this Vision.

Club Service

The Club is a very open transparent organization with all members having input into the types of speakers, programs and activities. New members participate in the various committees and chair new ones that are suggested by the new members and agreed upon by the whole club.

Membership

The Club has achieved a size of 65 to 70 members.

The club continues to endeavor to be “The Service Club” to be associated with in the Lincoln areas of population by providing current and relevant pathways to community, national, and international service for all age, ethnic, and gender diversified members of the community. Further diversity of new members from the Lincoln business community remains a key focus point. The club has reduced the “Cost” of Rotary membership, as an aid to attract new, and retain existing membership.

To accommodate increased club size, the club has considered, planned for, and implemented alternate or additional meeting space(s) consistent with the decision to continue to grow.

Community and Vocational Service

The Club serves the greater Lincoln area with innovative and creative community service projects for the purpose of improving the quality of life and sense of community. This has been accomplished by partnering with other service organizations, businesses and non-profit agencies to leverage our funds and volunteer resources. Significant progress has been made toward the completion of the following projects: biographical signs posted

in all parks, installation of an improved sound system in LHS Performing Arts Theater, the McBean Band Shell wired for lighting and sound, and service club entrance signs constructed at all entrances to the city. Ongoing support has been provided to the Placer County Blood Bank, Placer Food Bank and Salt Mine Food Bank and downtown merchants through the Wine Fest.

The Club has a Vocational Service Chair who has strong Chamber of Commerce connections, who leads an effort to annually recognize a community business or professional leader who has exemplified high ethical standards. At the annual Chamber of Commerce award dinner, our Rotary Club designates this leader as an honorary Paul Harris Fellow. The Vocational Service Committee works with the Membership Committee to attract under-represented businesses and professions to our Club through the Business Spotlight Program.

International Service

The Club continues our support of projects in Mexico. The International budget has been increased to 30% of humanitarian giving, as our international project portfolio has been increased to include Africa, South America and Asia. Partnerships with other Rotary Clubs are cultivated to leverage club contributions. Financial support of Polio Plus has continued.

Youth Service

Youth Services will lead our community in supporting schools and youth activities through literacy, scholarships, sports/clubs/recreation programs, LHS Interact Club, WPUSD Staff and teacher recognition and support, Rotary Youth Exchange (RYE), Rotary Youth Leadership Awards (RYLA) and community-based youth activities.

Fundraising

Fundraisers are conducted as ways to get and keep our members involved in the future of the Club. Ideas are heard at brainstorming sessions and all are welcome to participate and to share ideas as our plan to keep all members involved once they join our club. Open planning is used as the only way to encourage more participation and to maintain our high level of Club events.

Foundation

Every Club member understands that we have a local foundation. The permanent fund for the Lincoln Rotary Club Foundation (outside of the Bradford fund) will have reached a minimum of \$15,000 within three years with a goal to continue on with annual contributions of at least \$5,000 per year.

The support to the Rotary International Foundation will continue to exceed the President's Annual Fund Program goals. The Club is an EREY club with all members contributing to the RI Foundation, with 50% of the club being Benefactors and 10% of the club being Bequest Society members.

Public Relations

The club maintains actively updated website and social media presence combined with periodic publication of club activities in printed media. All club activities include consideration of public relations with an action plan for public outreach to keep our community aware of the good things we do and to attract new members.

PURPOSE OF THIS VISION STATEMENT

This document is used by the in-coming club president each year to define a plan for ongoing club activities and to establish the goals and budgets for the Rotary year that is consistent with this Vision. This 3-year vision will be updated by July 2016 to reflect any significant changes that need to be included for the following 3-year period.