



# The Rotary Club of Rochester

## STRATEGY 2021 - 2024

### PROCESS:

The Rotary Club of Rochester started the visioning process with the Rotary district visioning team in Spring, 2021. Through the surveys conducted, three major themes came out as priorities for the current membership.

- **Connections matter**
- **Service is key**
- **Alignment of efforts for impact is vital**

In addition to these themes, membership wants to see:

- **an increase of membership diversity**
- **clear impact of the club's service efforts**
- **consistent communications**

From that input, the visioning participants worked to identify the following strategies that are in alignment with the vision, mission, and values of The Rotary Club of Rochester.

### **Rotary International VISION:**

TOGETHER we see a world where PEOPLE unite and take action to CREATE lasting CHANGE across the globe, in our communities and in ourselves.

### **MISSION:**

The Rotary Club of Rochester is known for:

- Building and supporting leadership and personal growth for all members
- Supporting the elimination of all local opportunity gaps in education
- Innovating medicine with partner clubs across the world
- Being welcoming, having fun and building strong relationships

### **VALUES:**

Fellowship | Integrity | Extraordinary | Leadership | Diversity | Service

## **STRATEGIES**

**CREATE AN ENVIRONMENT THAT FACILITATES FELLOWSHIP, MENTORSHIP, AND FUN**

**PRIORITIZE EDUCATION PROGRAMS FOR LOCAL VOLUNTEER AND INVESTMENT OPPORTUNITIES**

**SUPPORT ROTARY INTERNATIONAL INITIATIVES THAT PROMOTE SUSTAINABLE HEALTH INITIATIVES**