**Strategic Plan**



**Mission - Rotary International**

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

**Mission - The Rotary Foundation**

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

**Our Club Mission**

The Rotary Club of Caro Michigan, through active recruitment requiring a commitment to participation in club activities and a systematic mentored induction program will foster leadership and provide human and financial resources to benefit our local and international communities.

**How We and Others View our Club**

We are the service club of choice… community focused, inclusive, reflective of our community’s diversity, and a leader in community service both locally and globally.

* We are passionate about “Service above self”.
* We exhibit high energy and enthusiasm in support of Rotary.
* We connect with other Rotary Clubs.
* We value and support our District 7600 relationships.

**Our Key Strategies**

These are our six critical success factors. We will continue to develop action plans in support of these strategies and adapt to the needs of a growing membership by providing increasing service, leadership and learning opportunities.

* Membership
* Service Projects
* The Rotary Foundation
* Leadership development
* Public Relations
* Club Administration

**They:**

* Guide us in our recruitment and planning decisions.
* Help us to be pro-active and direct our energy towards relevant activities.
* Determine the core of our Board Meeting and Club Assembly agendas.
* Point to relevant performance measures for monitoring our “Rotary Journey” progress.

**Our Core Values**

These represent the guiding principles of the organization's culture, including what guides members' priorities and actions within the organization. Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

**Service**

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

**Fellowship**

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

**Diversity**

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

**Integrity**

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

**Leadership**

We are a global fellowship of individuals who are leaders in their fields of endeavor. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.   
  
All of these core values are reflected in the **Object of Rotary** and **The Four-Way Test**, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining integrity in human relations.

**The Object of Rotary**

Rotary is an international service organization dedicated to helping people of all backgrounds, locally and internationally.  
  
Rotary International (RI) was founded by Paul Harris in 1905. It now includes over 1.2 million members, in over 34,000 clubs in 530 Districts, embracing almost 200 countries worldwide.   
  
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 as an opportunity for service;  
**Second**, high ethical standards in business and professions;   
**Third**, application of the ideal of service in each Rotarian’s personal, business and community life;   
**Fourth**, advancement of international understanding, goodwill and peace through the Avenues of Service.

**The Avenues of Service**

Each Rotary Club is structured around Avenues of Service:

* Community Service
* International Service
* Vocational Service
* Club Service
* Youth Service

**The Four Way Test**

This is our test. We always recite it at the beginning of our meetings. It has been translated into more than 100 languages:  
  
**“Of the things we think, say or do**

* First. Is it the TRUTH?
* Second. Is it FAIR to all concerned?
* Third. Will it build GOODWILL and BETTER FRIENDSHIPS?
* Fourth. Will it be BENEFICIAL to all concerned?

**Our Code of Conduct**

As a Rotarian, I will:

1.Exemplify the core value of integrity in all behaviors and activities.  
2.Use my vocational experience and talents to serve in Rotary.  
3.Conduct all of my personal, business and professional affairs ethically, encouraging and fostering high ethical standards as an example to others.  
4.Be fair in all dealings with others and treat them with the respect due to them as fellow human beings.  
5.Promote recognition and respect for all occupations which are useful to society  
6.Offer my vocational talents:

* To provide opportunities for young people
* To work for the relief of the special needs of others and
* To improve the quality of life in my community

7.Honor the trust that Rotary and fellow Rotarians provide and not to do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians.  
8.Not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.

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| May 29, 2018 |