

VISION EXERCISE

“The Club, not as it is, but as it has become...”

The month:

The future year:

The President of Rotary International is personally inviting you to submit your Club for prospective receipt of an inaugural **Distinguished Club Medallion**. The RI President will present only three clubs in the entire world with this award at the Gold, Silver, and Bronze levels.

Your qualification and subsequent evaluation for this award will be judged solely on the accomplishments and successes your club has had in the past 5 years.

The President’s gracious invitation follows:

*I would like to consider you and your Club for my first-ever **Distinguished Club Medallion**. To do so, I have one requirement. Explain how your club’s blend of vision and membership attributes, projects and activities merits the **GOLD Distinguished Club Medallion**. Do this by listing the accomplishments and successes that you’ve enjoyed in the past five years and proceed to share—in specific details, using bullet points, sound bites or headlines —what has happened in your club and why you deserve the award. Engage in unabashed self-promotion and include your attitudes and feelings, perspectives and insights, about contributing to the “favorable future” of your Club members and*

their community.

Remember not use words like “I will...”, “I hope...”, “I intend...”, etc. Only share what you have actually accomplished, using action verbs. Place yourself fully in the future, looking back and reporting.

You will now complete a letter to the President about these items within the next **15 minutes**. The letter is broken down into sub-parts, A through F, which can be filled out in the following exercise pages. Feel free to add more bullets as needed, and feel no pressure to supply responses for each bullet provided. Pace yourself to complete each letter item (even partially) in the allotted time.

Your letter begins with the following introduction (next page):

Dear President,

*Our exceptional blend of vision and membership attributes, projects and activities merits the **GOLD Distinguished Club Medallion** because...*

A...because of the Vision we pursued. (*For example, **What does your Club “Stand For” in your Community? Who are you now? What have you become? How is your club perceived in the community?***) If possible, avoid referring to specific programs at this time (i.e. Youth Exchange... you can list them later in this exercise).

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B...because of our Club size and Attributes.

Number of members in your Club today = _____

Number of members in your Club in **1** year = _____

Our Attributes (*or, What are your characteristics, features, or demographics?*)

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C...because of projects and activities we've undertaken in the following areas. (*For example, What have you accomplished in the following 4 areas?*)

1. In Club Administration, we... (*Club Service* considerations include focus on leadership development, weekly programs,

fellowship, membership development / recruitment and retention, club newsletter and technology for internal communication, and fun ☺)

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2. In Vocational Service, we... (*Vocational Service* examples are Character Counts, STRIVE, 4-Way Test, Ethics program, mentoring or any other school related or community career programs.)

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3. In Community Service, we... (*Community Service* involves such things as community projects, highway cleanup, and immunization.

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4. In International Service, we... (*International Service* can support youth exchange, world community service grants, group study exchange, overseas projects, and scholar programs.)

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F...Because of our public image and awareness development, we...
(*What methods do you use to communicate externally to the*

community? Examples are: website, newspaper, press releases, signage, brochures, etc. How are you promoting your club to the general public? How do you make the general public aware of projects and programs?)

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Signed: _____

