

# ROTARY CLUB OF BAY CITY, MICHIGAN 2006 – 2009 STRATEGIC PLAN

## **RI Mission Statement**

The mission of Rotary International is to support its member clubs in fulfilling the Object of Rotary by:

- Fostering unity among member clubs;
- Strengthening and expanding Rotary around the world;
- Communicating worldwide the work of Rotary; and
- Providing a system of international administration.

## **Object of Rotary**

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, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## **Four Avenues of Service**

Based on the Object of Rotary, the Four Avenues of Service are Rotary's philosophical cornerstone and the foundation on which club activity is based:

- Club Service focuses on strengthening fellowship and ensuring the effective functioning of the club.
- Vocational Service encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- Community Service covers the projects and activities the club undertakes to improve life in its community.
- International Service encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

## The Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

"Of the things we think, say or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?"

### ROTARY CLUB OF BAY CITY 2006 – 2009 CLUB GOALS AND OBJECTIVES

#### ROTARY CLUB OF BAY CITY MISSION STATEMENT

The mission of the Rotary Club of Bay City is to foster service above self, to encourage fellowship among its members, and to support the development of programs that lead to improved quality of life in our community and throughout the world

**By June 30, 2009, the Rotary Club of Bay City will complete the following Goals:**

**GOAL 1 – CLUB SERVICE** – The Rotary Club of Bay City will focus on strengthening the fellowship and ensuring the effective functioning of the club.

**Objective 1.1 To increase membership in the Rotary Club of Bay City by one (1) member by June 30<sup>th</sup> of each administrative year.**

Actual: 6/30/2006 = 126      Annual Goals    6/30/2007 = 127    6/30/2008 = 128    6/30/2009 = 129

#### Recruitment/Orientation of New Members

*Action Step 1.1.1 To challenge Club members to bring a minimum of one (1) guest to a Rotary Club meeting during the Rotary administrative year.*

*Action Step 1.1.2 To establish a short-term Membership Recruitment Team to identify (with the help of Club members) prospective new Club members to contact by phone and invite to a Club meeting.*

*Action Step 1.1.3 To develop a New Member Orientation Program preceding a quarterly Membership Induction Ceremony by December 31, 2006.*

Assimilation of New Members Into The Club

- Action Step 1.1.4 Club President will assign new Club members to one Club Committee at his/her membership induction ceremony.*
- Action Step 1.1.5 New Club members will be asked to attend one Rotary Board meeting within the first 3 months of induction.*
- Action Step 1.1.6 New Club members are asked to meet and be met by Club members prior to each Club meeting for 3 weeks following membership his/her induction ceremony.*
- Action Step 1.1.7 New Club members will be presented 100 points toward Paul Harris Fellow on behalf of the Club during the membership induction ceremony.*
- Action Step 1.1.8 New member sponsors will serve as the new member's mentor for one year following the new members induction ceremony to make sure new member gets to meetings, meets other members, and participates in activities. The mentor responsibility will be included as part of the new member's induction ceremony.*

Rotary Club Programs

- Action Step 1.1.9 To provide a variety of programs representing all four avenues of service, the Program Coordinator shall schedule programs at Club meetings including the following topics:*
- Two (2) Programs a year about the Rotary Foundation*
  - Quarterly 10 minute Rotarian/Classification Talks*
  - Two (2) Programs each year with a high ranking State or Federal official or nationally recognized speaker or celebrity.*
  - At least one program per year at a local industry of institution one time per year (Ex. SC Johnson, BRMC, Library, GM Powertrain, etc.) to learn about the business, take a tour, etc.*

**GOAL 2 – VOCATIONAL SERVICE – The Rotary Club of Bay City will encourage club members to serve others through their vocations and to practice high ethical standards.**

**Objective 2.1 The Rotary Club of Bay City will sponsor Vocation Days each spring for 100 students in local high schools at the businesses and organizations or Club members.**

**Objective 2.2 The Rotary Club of Bay City will provide an opportunity on a quarterly basis for club members to learn about each Club member's vocation and ethical standards.**

- Action Step 2.2.1 A 10-minute Rotarian/Classification Talk program will be held on a quarterly basis (4 times per year) of both current and new Rotary Club members as scheduled by the Program Chair.*

**Objective 2.3 The Rotary Club of Bay City actively participate in the District's Incoming and Outgoing Group Study Exchange Program each year.**

- Action Step 2.3.1 The Rotary Club of Bay City will serve as a host club for a minimum of 3 days when a District Group Study Exchange (GSE) Team visits our District.*
- Action Step 2.3.2 The Rotary Club of Bay City will actively recruit a minimum of one (1) applicant from the Bay City area to participate in all out-going Group Study Exchange (GSE) Teams from our District.*

**Objective 2.4**      **The Rotary Club of Bay City will schedule a Club program (lunch and program) at a local industry of institution one time per year (Ex. SC Johnson, BRMC, Library, GM Powertrain, etc.) to learn about the business, take a tour, etc.**

**GOAL 3. - COMMUNITY SERVICE** - The Rotary Club of Bay City will undertake projects and activities to improve life in our community.

**Objective 3.1**      **The Rotary Club of Bay City will raise up to \$45,000 per year to be used to support the philanthropic interests of the Rotary Club of Bay City.**

Action Step 3.1.1      The Rotary Club of Bay City will sponsor an annual International Night fund raising event in the Fall of each year with a \$35,000 goal

Action Step 3.1.2      The Rotary Club of Bay City will sponsor an annual Rotary Golf Outing fund raising event in the Spring of each year with a \$10,000 goal.

**Objective 3.2**      **The Rotary Club of Bay City will complete the funding of Major Community Projects as approved by the Board of Directors.**

Action Step 3.2.1      The Rotary Club of Bay City will fund the construction of three (3) Kiosks in three downtown locations by 6/30/2007 at a cost of up to \$100,000 (NOTE: Two (2) are completed; the third kiosk will be completed when the Depot landscaping is done.)

Action Step 3.2.1.      The Rotary Club of Bay City will fund the landscaping for the Depot renovation project by 6/30/09 at a cost of up to \$150,000.

**Objective 3.3**      **The Rotary Club of Bay City will contribute \$10,000 to local organizations As recommended by the Community Grants Committee and approved by the Board of Directors.**

**Objective 3.4**      **The Rotary Club of Bay City will maintain the following on-going Rotary Club community service projects:**

- "MuttMits"
- RiverWalk Gardens
- Third Grade Dictionary Project

**Objective 3.5**      **When appropriate and possible, the Rotary symbol shall be placed on projects that the club has supported financially.**

**Objective 3.5**      **The Rotary Club of Bay City will develop a Public Relations Committee by 12/31/2006 and incorporate the Committee as a standing committee of the club's Board of Directors.**

**GOAL 4 - INTERNATIONAL SERVICE** - The Rotary Club of Bay City will take action to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

**Objective 4.1**      **100% of the Club membership will contribute to the Rotary Foundation with the total combined club member contribution increasing to \$20,000 by June 30, 2009.**

Annual Goals

❖ Contributing Members:				
	6/2006 = 76%	6/2007 = 84%	6/2008 = 92%	6/2009 = 100%
❖ Amount:				
	6/2006 = \$15,000	6/2007 = \$16,500	6/2008 = \$18,150	6/2009 = \$20,000

Action Step 4.1.1      A formal Rotary Foundation campaign will be held each Spring under the leadership of the Rotary Foundation Committee.

Action Step 4.1.2      Rotary Club members will be provided a report of his/her gifts to the Rotary Foundation on an annual basis.

**Objective 4.2**      **The Rotary Club of Bay City will actively participate in the Districts Incoming and Outgoing Rotary Youth Exchange Program each year.**

Action Step 4.2.1      The Rotary Club of Bay City will sponsor a minimum of one (1) in-bound Rotary Youth Exchange Student each year.

Action Step 4.2.2      The Rotary Club of Bay City will actively recruit one or more local high school students to participate in the out-bound Rotary Youth Exchange Program during the recruitment and application period required by the District.

**Objective 4.3**      **The Rotary Club of Bay City shall sponsor one International Project each year with a minimum support of \$5000 as recommended by the Club President and approved by the Board of Directors.**

Action Step 4.3.1      An International Service Committee each year to explore appropriate international projects to be considered for approval by the Board of Directors.