

The Rotary Club of Bend

Looking Forward 2021 - 2024

**“TOGETHER WE SEE A WORLD WHERE PEOPLE UNITE AND TAKE ACTION TO CREATE LASTING CHANGE
ACROSS THE GLOBE IN OUR COMMUNITIES AND IN OURSELVES”**

-Rotary International Vision

To be the premier service club in Bend offering opportunities for personal and professional development, active engagement in meaningful community service and to become well informed through a variety of program speakers and exposure to people who are making a difference.

-Rotary Club of Bend Vision

CLUB VALUES, STRATEGIC PRIORITIES AND OBJECTIVES

CORE VALUES

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.

STRATEGIC OBJECTIVES

INCREASE IMPACT OF OUR CLUB'S EFFORTS BOTH LOCALLY AND INTERNATIONALLY BY LEVERAGING THE POWER OF OUR COMBINED EFFORTS

Eradicate Polio

- Support Polio Plus Contributions

Focus Our Programs and Involvement

- Provide Exposure for Impactful Community Organizations
- Active Local and International Projects

Measure Results

- Set Annual Goals and Track Progress
- Frequently Communicate and Celebrate Achievements

EXPAND OUR REACH BY GROWING AN ENGAGED CLUB THAT REPRESENTS THE DIVERSITY OF OUR COMMUNITY

Grow and Diversify to 100 Active Members

- Actively Solicit Diverse Members of Our Community for Membership
- Set New Member Goal Each Year
- Focus on Member Retention

Create New Channels into Our Rotary Club

- Engage in New Ideas to Attract Under-Represented Demographics
- Utilize Technology

Increase Our Club's Openness and Appeal

- Utilize Earned and Paid Media to Share Club Appeal
- Encourage Openness to New Members
- Frequent Fellowship Opportunities

Build Awareness of Our Impact and Brand

- Utilize Communication and Advertising Expertise in Club
- Frequent Media Announcements
- Actively Manage Website and Social Media Resources
- Keep Membership Informed
- Invite Media to Present Programs About Their Industry

ENHANCE ENGAGEMENT FOR BETTER ROTARIAN EXPERIENCE AND MEMBER RETENTION BY BUILDING RELATIONSHIPS AND MAKING A POSITIVE DIFFERENCE

Create Opportunities to Engage Members

- Frequent Fellowship Events
- Hands-On Community Involvement Projects
- Incorporate Engagement in All Projects and Activities
- Provocative Programs

Identify and Communicate the Value of Rotary to Members

- New and Seasoned Member Talks to Include Value Achieved
- Ask Members to Share the Value they Perceive
- Educate Membership on Diverse Aspects of Value Perceived

Create Opportunities for Personal and Professional Connection

- Member Programs on Their Professions
- Seasoned Members Share Personal and Professional Connections Achieved

Provide Leadership Development and Skills Training

- Leadership Topic Programs
- Mentorship From Seasoned Members to New Members
- Encourage Committee and Board Participation as an Avenues Gain Leadership Skills

INCREASE ABILITY TO ADAPT BY BUILDING RESILIENCY IN CLUB OVERSIGHT, PLANNING, LEADERSHIP, DIVERSITY AND FISCAL RESPONSIBILITY

Culture of Research, Innovation and Risk Taking

- Challenge Club Leadership for Innovation
- Establish a Research Goal Each Year
- Strategic and Club Event to Solicit New Ideas and Challenge Status Quo

Simplify Governance, Structure and Processes

- Continuously Look for Opportunities to Simplify
- Be Open to Suggestions
- Eliminate Formalities That Have No Value
- Establish and Annually Update Checklist and Calendar for Incoming President and Board

Foster Diversity in Perspective and Decision Making

- Offer and Ask for Alternative Perspectives
- Recognize and Question Our Own Biases
- Show Appreciation for Bringing Alternative Perspectives and Questioning Status Quo

Build and Maintain Fiscal Health of the Club

- Execute Fiduciary Responsibilities Appropriately
- Smart Financial Policies
- Strong Financial Oversight
- Create and Adhere to Annual Budget that Ensures Financial Stability