

# **Rotary Club of Stockton**

## **Visioning Committee Report**

**February 22, 2012**

### **Vision**

The purpose of the Rotary Club of Stockton is to promote high ethical standards in business and professions, provide service to others and encourage young people in the community.

Our membership believes that by acting together we make a contribution to understanding, goodwill and peace in Stockton and around the world.

The Rotary Club of Stockton is beginning its second 100 years of "Service Above Self". If you enjoy fellowship with inspired, visionary and fun loving individuals, Rotary is the place for you.

### **Club Service**

- Club Weekly Meetings – Focus on topics. Include Rotary International monthly labels for themes. Continue to attract well known speakers. Help Rotarians to learn and gain more interest in Rotary by including club/Rotary information.
- Continue our program of a major all club activity at least once a quarter
- Develop small, special interest fellowship groups.
- Focus on developing high percentage involvement of club membership in at least one activity.

### **Fundraising**

- Goal of \$150,000 annually which includes all fundraising activities. Currently we do close to \$80,000 which includes SRE.
- Develop a community fundraiser. Possibly an expansion of our Boots, Bales and BBQ.
- Maintain current fundraisers such as the Asparagus Festival and Rummage Sale.

## **Communication**

Promote our club and Rotary to our membership and to the community by raising awareness of who we are and what we do.

### **One time events**

- Development of a video, a brochure, a booth at the Chamber annual trade show.
- Report Rotary events including pictures to our members and to the community.
- Video record our activities

### **Local print vehicles**

- myRecord
- Articles/ads/our activities in the Port O Call, Caravan, Lincoln Center Chronicle, Business Journal

### **Online vehicles**

- Online versions of print publications.
- Social sites – facebook
- Look for ways to get our newsletter to non-members

### **Promote to businesses and business organizations**

- Looking to directly contact businesses in partnership with the Membership Committee.
- Develop a speakers bureau – possible topics - the Rotary story, what makes Rotary one of the leading NGO's in the world, the four-way test/ethics and our first 100 years.

### **Website and Newsletter**

- Develop a state of the art website that will be an information resource for our members and an outstanding introduction to Rotary for prospective members.
- Need to get newsletter to spouses.

## **Membership**

- Increase membership with a goal of 250 members in 5 years showing diversity in membership and representing the demographics of our community.
- We want active viable members, emphasis on younger members (50% under 50) and women.
- We will seek opportunities to promote membership by directly contacting businesses and business organizations.

## **Vocational Service**

Promote Rotary's high ethical standards, the four-way test and partner with New Generations to help youth.

- Continue to present vocational award to persons in the community who exemplify outstanding achievement.
- Continue and develop our job shadowing program.
- Develop a plan to have members volunteer their vocational skills.
- Periodic vocational talks from members in main meeting and/or business promotional tables
- Tour members' businesses.
- Speaker's bureau of members for high school vocational talks.

## Community Service

In the next five years the following community service projects will be adopted as community involvements of our club:

We will adopt a city park and perform regular maintenance and clean-up of that park in conjunction with our Interact Clubs.

We will adopt a school within the city of Stockton and develop a relationship with that school through mentoring and financial support.

Our club will feature a non-profit of the month at our meetings in which we will inform our membership of the services of that non-profit and its needs. This could be done as a display, a short presentation, full program, etc.

In connection with the centennial of our club we will establish a tribute at University of the Pacific honoring leaders of the university who have also been leaders of Rotary International (i.e. Stan McCaffrey and Cliff Dochterman).

In conjunction with the other Rotary Clubs of Stockton we will continue our support and development of Rotary House on the grounds of San Joaquin County General Hospital.

We will oversee the funding of Read to Me, Stockton! and support other literacy programs locally with the support of grants from the District and Rotary International.

We will strive to continue our support of long-standing community projects that we have been involved in for many years. Some of these community involvements are:

- Holiday bell-ringing with the Salvation Army
- Rotary Read-In with San Joaquin A+
- Dictionary Project
- Tree planting in city parks
- Backpacks for needy students
- Virtual canned food drive for the needy
- Removal & restoration of playground equipment
- Christmas Party for needy children
- Asparagus Festival entrance gate

## **New Generations**

In the next five years our club will work at increasing scholarships for graduating high school seniors with the introduction of new scholarships and increasing the amount awarded in existing scholarships.

We will have active Interact Clubs in each of the schools that we are responsible for and will introduce Interact to junior-high level students with an emphasis on an ethics program.

In conjunction with other Stockton Rotary Clubs we will sponsor a Rotaract Club at the University of the Pacific.

We will increase our participation in Rotary Read-In with additional readers each year.

In addition to these goals we will also continue our long-standing traditional efforts at working with youth in the following areas:

- We will continue our leadership role in the district wide RYLA camp each year.
- We will continue to involve Interact students in our community service efforts wherever and whenever appropriate.
- We will continue to offer job shadowing opportunities to high school students and expose them to other vocational awareness activities.
- Through our Interact Clubs we will continue to offer leadership activities for officers and club members on a local, area, and district levels.
- We will continue to include Interact students in special club and area events such as the all-city thanksgiving luncheon, sporting events, etc.
- We will continue the practice of allowing Interact students to lead one of our club meetings on an annual basis.
- We will continue to facilitate Interact student participation in district-wide activities by providing transportation and supervision for such events.

## International

- Promote Club involvement in fresh water projects around the world via matching grants and partnering (ongoing).
- Look for and offer expanded opportunities for member's hands-on participation in international projects (ongoing). Examples include wheelchair delivery, Rotaplast team, playground installation, medical supply delivery.
- The Club will participate in at least one exchange per year from the following:
  - Long or short term youth exchange
  - New Generations
  - Group Study Exchange
- The Club will seek and advertise for good candidates for Ambassadorial and Peace Scholarships and nominate those that are qualified. (ongoing)
- These are standing committees in International Service
  - World Community Service
  - Rotary Youth Exchange
  - Group Study and Scholarships
  - Ambassadorial and Peace Scholarships
  - Future Vision /Grants (Three members require district training to serve on this committee)

## Foundation

Continuing support of Group Study Exchange & ambassadorial students, polio eradication, matching and district simplified grants. Work to achieve the goals below:

- 100% of membership as sustaining Paul Harris Fellows.
- 80% of membership as Paul Harris Fellows, with 50% as multiple Paul Harris Fellows.
- Average giving of \$250 per member to the Annual Programs Fund.