

# Goodyear White Tanks Rotary Club

## VISION

The service organization of choice which is a dynamic, and action-oriented club whose contributions improve lives in communities worldwide.

## MOTTO *Service Above Self*

<b>SUPPORT AND STRENGTH CLUBS</b>	<b>FOCUS AND INCREASE HUMANITARIAN SERVICE</b>	<b>ENHANCE PUBLIC IMAGE AND AWARENESS</b>
<ul style="list-style-type: none"> <li>• Foster club innovation and flexibility through open communications and active members' participation</li> <li>• <b>President</b></li> </ul>	<ul style="list-style-type: none"> <li>• Eradicate polio by attaining 110% of the district's funding goal for each year</li> <li>• <b>International</b></li> </ul>	<ul style="list-style-type: none"> <li>• Unify image and brand awareness</li> <li>• <b>Public Relations</b></li> </ul>
<ul style="list-style-type: none"> <li>• Balance activities in all five Avenues of Service - Incorporate the 4-WAY TEST before approving any activity</li> <li>• <b>Strategic Plan &amp; Administrative</b></li> </ul>	<ul style="list-style-type: none"> <li>• Increase sustainable service focused on The Rotary Foundation's six areas of focus</li> <li>• <b>Administrative</b></li> </ul>	<ul style="list-style-type: none"> <li>• Publicize action-oriented service</li> <li>• <b>Public Relations</b></li> </ul>
<ul style="list-style-type: none"> <li>• Promote membership diversity</li> <li>• <b>Membership</b></li> </ul>	<ul style="list-style-type: none"> <li>• Expand strategic partnerships and cooperative relationships with other Rotary clubs in the SW Phoenix Valley</li> <li>• <b>President &amp; President-Elect</b></li> </ul>	<ul style="list-style-type: none"> <li>• Promote core values</li> <li>• <b>Administrative</b></li> </ul>
<ul style="list-style-type: none"> <li>• Improve member recruitment and retention by a net 10% over the prior year end's roster</li> <li>• <b>President &amp; Membership</b></li> </ul>	<ul style="list-style-type: none"> <li>• Create significant projects both locally and internationally</li> <li>• <b>Community Service &amp; International</b></li> </ul>	<ul style="list-style-type: none"> <li>• Emphasize vocational service through the active involvement of club members in their respective vocational field</li> <li>• <b>Vocational</b></li> </ul>
<ul style="list-style-type: none"> <li>• Develop leaders through the successful completion of Rotary Leadership Institute</li> <li>• <b>Board of Directors</b></li> </ul>	<ul style="list-style-type: none"> <li>• Increase member participation in club activities</li> <li>• <b>Administrative</b></li> </ul>	<ul style="list-style-type: none"> <li>• Encourage and promote networking opportunities and signature activities with other Rotary clubs and service organizations</li> <li>• <b>Community Service</b></li> </ul>
<ul style="list-style-type: none"> <li>• Extend Rotary through an active partnership with Interact and Rotoract</li> <li>• <b>New Generations</b></li> </ul>	<ul style="list-style-type: none"> <li>• Sustain 3-5 major initiatives over five year years – i.e. Homeless Youth Connection, Boys and Girls Club, backpack and school supplies</li> <li>• <b>Board of Directors</b></li> </ul>	
<ul style="list-style-type: none"> <li>• Encourage strategic and tactical planning for each of the club's committees</li> <li>• <b>President &amp; Strategic Plan</b></li> </ul>	<ul style="list-style-type: none"> <li>• Budget a set amount for other ad hoc one-time projects and activities</li> <li>• <b>President</b></li> </ul>	

## CORE VALUES *Service, fellowship, diversity, integrity, and leadership*

## MISSION

**We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.**

**Note: Committee assignments for each strategic plan item are typed in blue.**