



# ROTARY CLUB OF FAYETTEVILLE

## CLUB SERVICE

Tony Fritz  
Director

### **(Overall Objective)**

During the past year our membership has increased thanks to last years director and his vision to set into motion a major membership campaign to increase the overall club membership by 10 quality members. This brings into focus my overall objective for the upcoming 2006-2007 year. My overall objective is to get our rotary to “Know Yourself”. It is vital for a growing organization to step up the pace to educate newer members to the operations and direction of the club and to become one minded with the members that have so successfully guided this club to its status in the community. With a better understanding of all our members and their talents, resources and political and media connections we can better direct the internal function of our organization and therefore, have better capabilities to reach out and service our community.

### **(Overall Strategy)**

In order to accomplish our overall objective for club service and to maintain the existing strategies that are already in place I will focus this year on the following:

1. **Who are we?-** Know yourself - Establish a committee made up of experienced members that will reveal or uncover the mystery of what Rotary is all about. In particular, what our club is all about. We will have informal work shops that provide orientation to new members and discuss what we do, why we do it, why we don't do certain things and the history of our club. This year we will maintain our “Rotary Minute” which will be used to inform everyone of our commitment to know who we are.
2. **Who Are You?** Classification presentations: Providing a forum for the new and old members to tell who they are, where they are from, marital status, children, hobbies and business. We feel that knowing who our club members are will help the entire club focus a clear direction for the future.

3. **Inner Club Communication:** Club Bulletin: I intend to increase communication within the club and between members by establishing a Webpage that is current and constantly up to date with current club news. I will provide, at a glance, bullet information about new things we're doing and planning. Few members have the time it takes to get up to speed on all that this club does. Often the left hand is not fully aware of what the right hand is doing. Now we can keep everyone up to date at a glance and at the same time we will have a secured place on the webpage to add personal notes from the members.

4. **Identity:** It is my opinion that this club is in the midst of an identity crisis. We are over shadowed by our neighbors who are known for their phone book, parades and golf carts. It is my goal to work with media sources and local publications to enhance our Rotary with a strong image and identity independent from all others in the area. Not to isolate ourselves from the services and common good that our club shares with any Rotarian, but to enhance our identity in the community. I want to establish a committee to discuss ways to enhance our identity and to share it with the club and vote on a course of action. I also want to establish a committee to prepare visual aids that increase club awareness and current events.

5. **Normal Operations:** In addition to these new ideas I intend to encourage the support the normal routine functions and fund raisers of the club. i.e. Annual Golf Tournament and Sporting Clay Event.

6. **Attendance:** Emphasize attendance requirements and encourage make-ups. Provide alternate meeting locations on the web page.

7. **Rotarian of the Year:** Continue the Rotarian of the year award and implement a "Lead the Way" award.

I will endeavor to maintain the honor and commitment to the position that I have been allowed to serve in. I will do everything in my authority to "Lead the Way" into the future for a better Rotary club, always remembering our promise: Of the things we think, say or do: Is it the Truth? Is it fair to all concerned? Will it build Goodwill and Better Friendships? Will it be Beneficial to all concerned?

Tony Fritz  
May 09, 2006

Director of Club Services 2006-2007