



## **ROTARY CLUB OF SHER-E-BANGLANAGAR**

CLUB ID # 27133; RI DISTRICT-3281

Organized on -15<sup>th</sup> September, 1989; Chartered on - 27<sup>th</sup> April, 1990

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## **MISSION**

### **Why we are here**

The mission of the Rotary Club of Sher-e-Bangla Nagar, Dhaka to embrace the ideals of Rotary International, contributing to a better Bangladesh and a better world through significant service while providing opportunities for networking with community leaders, fellowship, friendship, professional and personal growth.

## **VALUES**

### **Who we are ?**

- **MOTTO:** *Service above self*

#### **THE FOUR-WAY TEST:**

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?*

## **VISION**

### **Who we seek to become?**

The Rotary Club of Sher-e-Bangla Nagar, Dhaka will continue to strengthen its brand as the civic club of choice for community leaders, as well as up-and-coming mid-career professionals who have shown the potential to become the leaders of the future. The club will be recognized for its high visibility programs and projects of significance to its members, the community and the world. The Rotary Club of Sher-e-Bangla Nagar, Dhaka will regain its previous pride and will be acknowledged as a pro-active and prominent club by Rotary District 3281, and Rotary International as well.

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# **SWOT ANALYSIS**

## **• Strengths**

- *History/tradition*
  - *Older club*
  - *The traditional club of one popular PDG*
- *Location*
  - *Present venue & location of the club meeting is good and well recognized.*
- *Historic project significance*
  - *Club foot project at Gaibandha (in Friendship Hospital)*
  - *Medical Camp on Heart disease and Eye operation*
  - *Support for a wide variety of needy charities*

## **• Weaknesses**

- *Very small in size (in aspect of number of membership, specially number of Female)*
- *Difficulty of creating close bonds*
- *Lack of hands-on engagement.*
- *Members have less flexibility in using their time*

## **• Opportunities**

- *History gives the club greater leverage to bring in top speakers and important community leaders to build strong weekly programs.*
- *Younger members come with impressive backgrounds and energy. Useful to club growth and dynamism if tapped into. Exploit the new generation culture and digital orientation, seeing it as an opportunity, not as a barrier.*
- *Project visibility and impact can be improved. Might demand change of project model and emphasis.*

## **• Threats**

- *Overall 21<sup>st</sup> Century decline in attractiveness of clubs.*

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- *Increased dependence on digital interconnections, as opposed to face-to-face.*
- *Other clubs that have sometimes demonstrated ability to build better, more relevant programs.*

## STRATEGY

### **Strategy: What We Intend To Do?**

*Strengthen the bonds among members and focus our local and global projects on a few themes that clearly identify our club's direction to the community and Rotary International. Build a sustainable membership that grows each year and comprises both recognized community leaders and younger members who have shown the potential to be leaders in their respective fields.*

### **Strategic themes: How We Will Make It Happen**

- *Develop **innovative programs and actions that enhance relationships** among members.*
- ***Concentrate luncheon presentations around the themes of** educating our members on community, state and local issues through a variety of formats, including opposing viewpoints, demonstrations and panel discussions. Include presentations that enhance members' lives.*
- ***Focus major local projects and resources on the themes like education, safe water, sanitation, and health.***
- ***Participate in district and Rotary International programs** to enhance our club's visibility and reputation.*
- *Encourage **deepening of member Rotary knowledge** through participation in Rotary Leadership Institute sessions and other district and Rotary International **training programs**.*
- *Sustain the club's vitality through aggressive and balanced **membership recruitment**. Incorporate strategies that will keep new members engaged. Increase membership to 30 members by the end of the 2023-24 Rotary Year.*

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# **GOALS FOR RY 2021-22**

- **Building better bonds among members**

- *Minimum 4 family dinner will be hosted In Rotary year 2021-22 (with spouse and children as applicable)*
- *A “one dish” party will be arranged where each Rotarian will bring one dish (any item for dinner) from their home*

- **Increase attendance at weekly meetings**

- *Average 60% or greater attendance throughout the Rotary Year.*
- *Track those who are missing many meetings and reach out to get them back*
- *The club will organize minimum 4 joint meetings with different Rotary Club to build better fellowship with the members of other Rotary Clubs*
- *Guest speakers will be invited in regular weekly meetings to speech on a specific topic and share some new knowledge*
- *Rotarian from other clubs and non-Rotarian guests will also be invited to make some extra attraction in some meetings*
- *Celebration of Birthdays and Marriage anniversaries of each and every member*
- *Fun program will be in a part of maximum meetings. Professional talk will be another interesting subject*
- *President is very interested to keep a mini cultural session (song, recitation, jokes, storytelling etc.)*

- **Increase RI Foundation giving**

- *100% members will give at least a minimum amount of funds (Expecting \$ 100)*
- *Increase Paul Harris Fellow by 10 members during the 2021-22 Rotary Year*
- *Increase donations or project funding by organizing a fundraising event, such as cultural evening*

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- **Increasing online presence**

- *The President's Challenge: 100% of club members will have active account in Rotary Central by June 2022.*
- *Enhance the use of Facebook to record/ update member's events. By the end of 2021-22, ensure that at least 100% of members have Facebook IDs and are connected to the club Facebook page.*

- **Increase service project and engagement of members in club activities**

- *At least 12 significant projects in 12 months. Target to engage different members in different projects. Aim to organize few joint projects with other clubs.*
- *Special attention on committee activity*
- *Appointment of newer and younger members to more significant positions.*
- *Seek broader member participation in hands-on activities*

- **Review Club By-Laws by end of March, 2022**

- *Start with side-by-side comparison of Club documents and Rotary International guidelines*
- *Board discussion, review and approval of changes.*
- *Recommend adoption to the membership.*

- **Improve recognition for our club and its members**

- *The President's Challenge: RI Presidential Citation must be achieved in RY 2021-22*
- *Track club progress toward achievement of recognition goals. Periodically brief the board and members of progress.*
- *Recognize individual member accomplishments in the club and community, on the club Website, Facebook and at meetings.*
- *Earn at least two District awards for performance during the Rotary Year.*