



A Year in Review 2017-8

"Coming together is a beginning. Keeping together is progress. Working together is success." --*Henry Ford*



Our Strategic Plan



Tell Our Rotary Story

- We need an outreach plan
- We need to leverage social networking
- Promote our successes – community services, fundraising activities and speakers program

Engage our community

- It is more diverse and it is growing
- We need to target key industries and demographics – technology, local services, etc.

Grow membership

- Through our activities and initiatives
- Telling our story
- Be more open to vocational engagement with members

Improve our Brand

- Leadership: Together we can change the world – we can help you
- Fellowship: Bring our unique style – “Best Darn Club”
- Vocational: Identify and engage with business community

Tied to our M3 Vision

- Refocus on our Mission, where our club “changes lives in our local and world communities through service and financial support”
- Grow our Membership: 10% increase
- Money to Support our Work: Increase revenues by 20%

How Did We Do?



- Membership Engagement – 70%
- Membership Growth - 92 total (5.7%)
 - New: 10
 - Departed: 5
 - Net: 5
- Strong Pipeline for remainder of the Rotary year – 4 to 5 prospects

Club Organization

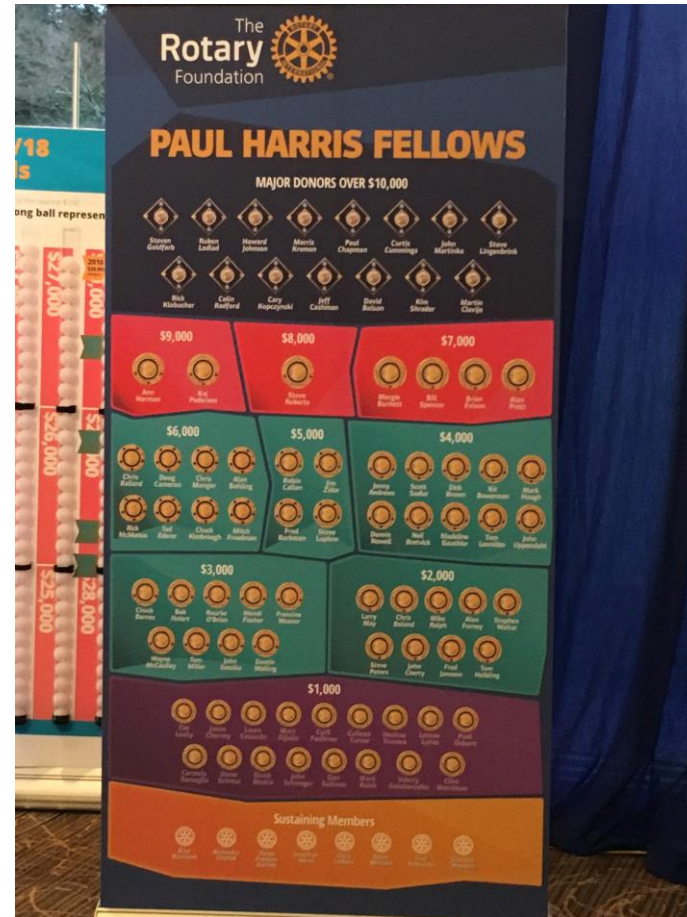
- Significant effort to organize our club and its governance
- Established M3 Visioning working group:
 - New club by-laws to align with RI and BBRC governance approved by membership
 - New Categories of membership introduced:
 - Corporate
 - Family
 - Young Leaders
- Improved practices with respect to technology and communications leveraging Microsoft's O365 – in support of club succession and continuity planning
- Participants in the District initiative – Sustainable Rotary Club Project that commits BBRC to grow membership over the next three years

BBRC Board – Having Fun!



- EREY: Achieved 100% participation across BBRC
- We are on target to hit 8% over last year's contributions – between \$33-35K
- Individual contributions increased by 10% to \$377 per capita
- Total Giving - \$85K thanks to beneficiary contribution
- **District Result: #1 in Total Giving | #3 for Per Capita | #4 for Annual Giving**

Every Rotarian Every Year



Club Service & Activities

- Spent \$43,814 in support of the following:
 - Issaquah Food and Clothing Bank's Food Truck
 - Adoption Party
 - Rotary First Harvest
 - Annual Turkey Drive / Holiday Giving Tree
 - Vocational Services
 - Tavon Learning
- **Ai4A Beneficiaries:**
 - Kinderling - \$20,000
 - Special Olympics Washington - \$5,000
- **International Projects:**
 - Over \$20,000 to support solar torches in Kenya; prosthetics for landmine victims in Columbia; clean water in Haiti; earthquake support in Nepal; Imagine Scholar in South Africa; CIREC project in Ethiopia; and van for disabled children in Georgia



- Press Engagement: six stories published by news media on our activities
- Over 626 posts across Facebook (342), Twitter (773) and LinkedIn (97)
- Website regularly updated with our activities over the year
- Supported use of Rotary International Collateral in meetings and social media
- Produced new banners for club display

New Generations



- Strong Interact Club – engaged, active in events and open to further support from BBRC
- Eastside Rotaract active for first half, before closing down and engaging their members as BBRC Young Leaders
- Supported Scholarships, Student of the Month Program, DECA and RYLA

Presidential Citation

Bellevue Breakfast
Rotary
Club



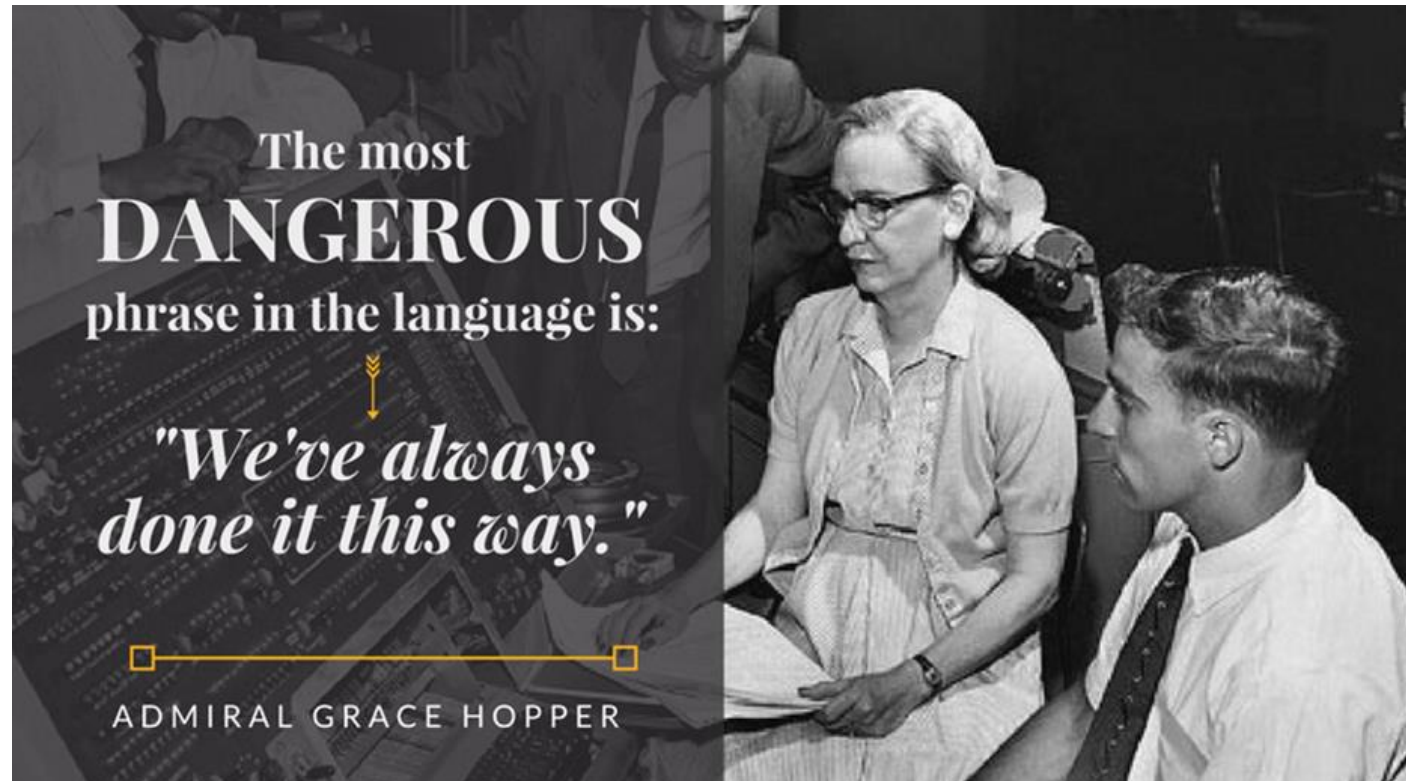
**ROTARY:
MAKING A
DIFFERENCE**

Bellevue Breakfast Rotary Club – Presidential Citation
We did it – Congratulations!

Rotary First Harvest Recognition



Looking Forward



What Are Our Challenges?

- Securing younger and more active members
- Existing membership engagement:
 - Find better ways to engage all members
 - How do we motivate longer term members?
 - Resolve imbalance of few doing the bulk of the work in club activities
 - Do more to tell our story and celebrate our successes
- Website and social media needs to more effectively leveraged
- Reorganize our committees to reflect areas of service and support for club activities

Bellevue Breakfast
Rotary
Club



“Alone we can do so little; together we can do so much” – Helen Keller

