

## **CHAMPAIGN-URBANA SUNRISE ROTARY CLUB**

**Service Above Self**

**Strategic Plan**

**January 2017**

### **Mission Statement**

The Champaign-Urbana Sunrise Rotary Club is composed of dynamic, diverse, energetic and enthusiastic members who are committed to encouraging and fostering the ideal of service as a basis of worthy enterprise. The members conduct themselves with high ethical standards in business and professions, recognize the worthiness of all useful occupations, and dignify each Rotarian's occupation as an opportunity to serve society. Our club promotes the advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

### **Statement of Purpose**

The Champaign-Urbana Sunrise Rotary Club will continue to be a club of substance over size, targeting approximately 50 members. Our task is to engage each member both financially and through hands-on monthly service projects. We will conduct two major fundraising efforts per year to support our local and international projects. Our club will be a club of diversity with unity of purpose in serving others. Through all these efforts, we seek to not only do important work but to build camaraderie and friendships while having fun in fellowship.

### **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?

### **Rotarian Code of Conduct**

As a Rotarian, I will

- 1) Act with integrity and high ethical standards in my personal and professional life
- 2) Deal fairly with others and treat them and their occupations with respect
- 3) Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians

**GOALS**

Current    1 year    3 years    Committee(s)

***I. CLUB SERVICE AND ADMINISTRATION***

**A. MEMBERSHIP**

- |  |    |    |    |                             |
|--|----|----|----|-----------------------------|
| 1) Well defined membership drives (plan, membership packet)                                |    |    |    | Membership                  |
| 2) Target/50 members focusing on younger members   | 38 | 43 | 48 | Membership                  |
| 3) Develop a member retention plan   |    |    |    | Membership                  |
| Survey members who left the club in the last year and compile the results                  |    |    |    |                             |
| Call members who have been absent to see if there is an issue we can resolve               |    |    |    |                             |
| 4) “Now accepting new members”   |    |    |    | Membership                  |
| (elite recognition of being a Rotarian)  |    |    |    | Internal/External Relations |
| 5) Attract high profile speakers and presenters as a tool to attract potential new members | x  |    |    | Program                     |
|  |    |    |    | Membership                  |
| 6) Create a video series of club members and/or members participating in service work      | x  |    |    | Membership                  |
|  |    |    |    | Internal/External Relations |
| 7) Engage new members  | x  |    |    | Membership                  |

**B. PROGRAM**

- |  |   |  |  |            |
|--|---|--|--|------------|
| 1) Attract high profile speakers and presenters as a tool to attract potential new members | x |  |  | Program    |
|  |   |  |  | Membership |

## GOALS

Current    1 year    3 years    Committee(s)

### C. INTERNAL/EXTERNAL RELATIONS

1) “Now accepting new members”  
(elite recognition of being a Rotarian)

Membership  
Internal/External Relations

2) Create a video series of club members and/or members  
participating in service work

x

Membership  
Internal/External Relations

3) Promote the club to the community  
through a signature project

Project Development  
Internal/External Relations

4) Press releases sent to media outlets  
Assign someone to be responsible for getting  
press releases out to the media

Internal/External Relations

5) Further engage in social media platforms that  
attract younger members

Internal/External Relations

### D. FAMILY OF SUNRISE

### E. AWARDS

### F. SOCIAL

1) Quarterly fellowship activities

Social

## II. VOCATIONAL SERVICE

1) Conduct job interview training

x

Vocational

2) Expand scholarships to six

x

Vocational

3) Interact job shadowing and mentoring

x

Vocational

**GOALS**

Current      1 year      3 years      Committee(s)

**III. COMMUNITY SERVICE**

- |  |   |  |  |                     |
|--|---|--|--|---------------------|
| 1) Hands-on projects at least once a month; publicize activity   | x |  |  | Project Development |
| 2) Partner with other organizations on projects<br>Ideally this would start at a meeting of Club Presidents<br>with our Club President presenting our idea to the Presidents Council |   |  |  | Project Development |
| 3) Look for more community service projects, perhaps monthly   |   |  |  | Project Development |
| 4) Create a food event<br>An event like a fish fry or pancake breakfast would take<br>a lot of preparation/promotion   |   |  |  | Project Development |
| 5) Promote joint projects with other clubs   |   |  |  | Project Development |

**IV. YOUTH SERVICE**

- |   |   |  |   |                 |
|---|---|--|---|-----------------|
| 1) Joint projects with both Central High School’s Interact Club<br>and University of Illinois Rotaract Club<br>Build the new relationship with new contacts<br>at Central High School | x |  |   | New Generations |
| Obtain contact with Rotaract and invite to a<br>Club/Interact event   |   |  | x |                 |
| Have the agendas of all three groups include<br>inclusion of each other   |   |  | x |                 |
| 2) Work with “at risk kids”<br>Find a stable program and pledge our support   | x |  |   | New Generations |
| Try to raise a larger than average amount for<br>this program   |   |  | x |                 |
| Be an important part of support for program   |   |  | x |                 |
| 3) Continue to sponsor Central High School’s<br>Interact 5K and future events<br>Gold sponsor, 5 volunteers   | x |  |   | New Generations |
| Gold sponsor, 5+ volunteers   |   |  | x |                 |
| Gold sponsor, 5+ volunteers   |   |  | x |                 |

## GOALS

	Current	1 year	3 years	Committee(s)
4) Build a stronger relationship with Interact				New Generations
Contact with new leaders made				
Gold sponsor, 5+ volunteers	x			
Weekly attendance at Interact meetings, at least 1 joint function per year		x		
Weekly attendance at Interact meetings, at least 1 joint function per year			x	
5) Members visit Interact and Rotaract meetings				New Generations

## V. *INTERNATIONAL SERVICE*

- |  |               |
|--|---------------|
| 1) Hands on international projects with host country club  | International |
| Our club has partners with several international districts for global grant funding in the past but have not participated in a hands-on way. In the next 3-5 years, the club has expressed an interest in providing hands-on assistance for an international service project. Using the Champaign West Rotary model of building a school in Costa Rica, perhaps a clean water project in Central or South America with a host club in the region would be most feasible. The committee will work toward preparing a list of possible projects and will present these to the Board and general membership for review. |               |
| 2) Members do service work in other countries  | International |
| 3) At least 1 major international project annually   | International |
| The club continues to partner with clubs in Turkey and Germany annually for the global grant initiative. It is projected that our club will continue these partnerships annually and for the foreseeable future. The host club will contact us about their needs for participation early in the Rotary year.   |               |
| 4) Look for opportunities  | International |
| 5) Do a water/sanitation project   | International |

**GOALS**

Current    1 year    3 years    Committee(s)

**VI. FUNDRAISING**

- |   |   |  |   |             |
|---|---|--|---|-------------|
| <p>1) Create a biannual fundraising event that partners with another club or organization that has the ability to raise \$100K or more</p> <p style="padding-left: 40px;">If a valid replacement has not been identified maintain the fruit sale and begin strategizing. Decide on and approach selected community partner on larger project</p>  |   |  |   | Fundraising |
| <p>2) Continue doing the fruit sale (CUSR signature fundraiser)</p> <p style="padding-left: 40px;">100% participation; \$8,000<br/>Potentially maintain fruit sale<br/>Identify potential replacements for fruit sale<br/>If valid replacement is identified, make the change<br/>If replacement has not been identified, maintain the Fruit sale. Begin identifying potential larger (\$20,000 or more) fundraiser(s).</p> | x |  | x | Fundraising |
| <p>3) Tie a notable scholarship to our fundraising efforts</p> <p style="padding-left: 40px;">Discuss potential scholarship opportunities/issues/structure, such as Don Decker Scholarship (Foundation)</p>   |   |  | x | Fundraising |
| <p>4) Create a Don Decker Foundation (\$50,000 fund drive)</p>  |   |  |   | Fundraising |
| <p>5) Leverage fundraising projects with other clubs</p> <p style="padding-left: 40px;">Identify potential community partner</p>  |   |  | x | Fundraising |

**GOALS**

Current      1 year      3 years      Committee(s)

***VII. ROTARY INTERNATIONAL FOUNDATION***

1) Every member of the Club will be a Paul Harris Sustaining Member at the \$100 level annually

100%      100%      100%

2) Improve information about Foundation giving through better literature or annual or semi-annual presentations

Foundation

November is Rotary Foundation month, and there will be a presentation on The Rotary Foundation by a Rotarian from another club.

On the first day of every quarter there will be an update to Club members as to our goal progress.

In the first newsletter of every month there will be an article or tidbit on The Rotary Foundation.

3) Promote benefactor program

6                      7                      9                      Foundation

4) Club continues to match first \$500 on first Paul Harris Fellow

85%                  85%                  85%                  Foundation