

**Rotary Club of Cedar Creek Lake  
Strategic Plan 2022-2027**



**Vision**

Promote the Core **Values of Friendship, Fellowship, Service, Integrity, Diversity, and Leadership**, resulting in a Growing, Vibrant and Engaged club; filled with Rotarians passionate about Service.

**Mission**

To take action that creates lasting change – across the globe, in our communities and in ourselves. Enjoy and have fun providing service and support to our community with a special focus on youth.

**The Object of Rotary**

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service:

SECOND: High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society.

THIRD: The application of the ideal of service in each Rotarian's personal and community life.

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional united in the ideal of service.

## Avenues of Service

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

- Club Service focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.
- Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society. Learn more in [An Introduction to Vocational Service](#) and the [Code of Conduct](#).
- Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. Learn more in [Communities in Action: A Guide to Effective Projects](#).
- International Service exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.
- Youth Service recognizes the importance of empowering youth and young professionals through leadership development programs such as [Rotaract](#), [Interact](#), [Rotary Youth Leadership Awards](#), and [Rotary Youth Exchange](#).

## Increase our Impact

- Increase sustainable service projects around Rotary's seven areas of focus:
  - Peace and conflict prevention/resolution
  - Disease prevention and treatment
  - Water, sanitation, and hygiene
  - Maternal and child health
  - Basic education and literacy
  - Community economic development
  - Supporting the environment
- Promote our club through website, along with social and published media.
- Print media coverage of service and fund raising activities.
- Encourage all members to participate in a variety of service activities.
- Innovative membership and dues structure in line with club by-laws.
- Encourage, establish, and expand Interact, RYLA and Youth Exchange with all high schools.
- Joint project with the Athens Rotary Club and TVCC to establish, support and maintain a Rotaract Club at Trinity Valley Community College.
- Increased visibility of Rotarians in community.
- Establish a strong working relationship with Rotary Clubs in the area to better service our community
- Continue to be recognized as the "Greatest Rotary Club in the Whole Wide World" by Our Members and Community.

## Attracting and Retaining Rotarians

- Active membership committee in place focused on selecting new members and integrating them into the club quickly.
- Increase membership through emphasizing diversity in race, gender and age.

- Encourage 100% participation in each club in Every Rotarian Every Year with an emphasis on sharing innovative ways how clubs have increased members' participation.
- Integrate new members quickly into club projects.
- Encourage young members to accept club leadership positions.
- Expanded Board through Committee Chair positions are board members.

### **Fund Raising**

- Celebrity Waiter event in August will continue to be our premier source of funds.
- The Annual golf tournament will continue to be a good source of funds and enjoyment for the participants.
- Encourage and expand the use of the Rotary Benefactor program with Rotarians and Businesses.
- Dedicated Rotarian's to solicit and support large Donations and participation support for other worthwhile causes as they arrive.
- Encourage and support the Paul Harris Fellow Rotary Foundation. Goal of twenty five percent of members being Paul Harris Fellows.
- Expand the grant program to large businesses

### **Humanitarian Service**

- Funds generated by the annual golf tournament will support the-Rotary Foundation with part of it allocated to Polio eradication.
- Klothes for Kids will provide needy children a warm coat, shoes, and other clothes for school.
- Funding of horse therapy healing for four severely handicapped children at Jake E's Riding Round Up.
- Reading is Fundamental book giveaway to local schools.
- Financial donation to both local libraries.
- Financial donations to area food banks that provide food to the needy.
- Providing to support college scholarships for students to Trinity Valley Community College with a matching TVCC grant for funds provided.
- Financial donation to all four school districts, Eustace, Kemp, Mabank and Malakoff.
- Helping the local community governments with one time grants of funding for facilities that benefit the community at large with a focus on our youth.
- Donations and participation support for other worthwhile causes as they arrive.