

## Salida Sunrise Rotary Strategic Plan 2020/2021

Rotary Vision Statement: Together we see a world where people unite and take action to create lasting change across the globe, in our communities, and in our self

Salida Sunrise Rotary Mission Statement:

We are a community of service minded Rotarians with diverse experiences working together to provide a variety of community based services and financial support for scholarships and non-profit grants. We provide a fun environment for social and business networking.

### **Strategic Priority 1: Sustain a vibrant membership and strengthen club structure.**

Goal: Sustain a diverse and active membership that is proportionate to the size of the community and its demographics. Maintain a membership of at least 57 people.

Objective 1: Maintain and improve a recruitment plan for the club to attract new members.

Action: Continue word of mouth recruitment by active members and continue membership drives and contests every three to six months.

Action: Have a more effective and proactive public relations program to enhance SSR recognition and reputation within the community drawing people who want

to be involved with our community service.  
Action: Be seen at work in the community by wearing our SSR T-shirts.

Objective 2: Get our new members involved in the club quickly.

Action: Include a short bio with the application indicating what attracted them to Rotary and what their interests and talents are.

Action: Put the application and bio online so it can be used by the Board and officers to match members with committees and projects.

Action: Follow through with the mentoring program.

Action: Continue with Rotary 101 training and make it available for people considering membership.

Objective 3: Keep our membership engaged and active.

Action: Better communication between Board and Officers with committees and membership by assigning Board members to liaison positions on the committees.

Action: Have the Secretary alert the President and Membership chair of members who have been consistently missing meetings.

Objective 4: Continue strong Rotary Foundation campaigns.

Goal: Review and strengthen our committees.

Objective 1: Keep committees active with fresh ideas.

Action: Consider moving some current committee members to other committees to inject new ideas.

Action: Assign new members to committees quickly.

Action: Have committee chairs select a committee member to begin preparing that member to become the new committee chair.

Goal: Review Club procedures, policies, and by-laws.

Objective 1: Develop ways to streamline decision making.

Action: Ask the board to review these documents and make suggestions.

Objective 2: Re-evaluate all committees.

Action: Determine committees that may be obsolete and explore the possibility of redefining committee responsibilities.

Action: Consider adding new committees.

## **Strategic Priority 2: Successfully deliver projects that enable humanitarian services for the community.**

Goal: Ensure the volume of projects and on-going activities is sustainable for the size of the club.

Objective 1: Renew focus on engaging the majority of the members to actively participate in club initiatives to spread work activities

throughout the club and reduce member fatigue.

Action: Have the President Elect form a task force to survey club members regarding interests and skills so that the club can direct members to projects that match those interests and skills.

Action: Review the volunteer sign up sheets after each volunteer project to determine who worked on each project and compare the results with the survey of interests and skills. Encourage participation.

**Strategic Priority 3: Review, revise, and explore current fund raising projects to insure that Salida Sunrise Rotary can continue to provide funding for important community projects and respond in times of need.**

Goal: Provide successful fund raising projects that assure we have the funds necessary for scholarships and community grants while maintaining a balance of fund raising projects with service projects.

Objective 1: Continue the annual Chaffee County Home and Garden Show as our primary fund raiser while developing a second fund raiser to compliment the H&G Show.

Action: Appoint a task force to put specific plans for a new and improved Lucky Ducky Race or a specific case for discontinuing the race in writing for the Board and club to consider.

Action: Have the task force consider other ideas for quick fund raisers that can be used as back ups should our major fund raisers be forced to cancel again.

Objective 2: Re-evaluate our limited Charitable Funds for the coming year and determine how these funds should be used to the greatest benefit of the community

Action: Request a joint meeting of the Club Board and Charitable Board along with the Scholarship, Community Grant, and Budget Chairs.

#### **Strategic Priority 4: Enhance engagement with the community to address current and future challenges.**

Goal: Engage the community in our areas of focus: youth, education, community service, environmental programs and international projects.

Objective 1: Increase club engagement with community leaders to gain a better understanding of local challenges and learn how Rotary can continue to make a difference in our focus areas.

Action: Increase contact with local leaders and have a Rotary presence at events, meetings, etc. Be involved in our community and County.

Objective 2: Look for new ways to provide a specific and unique way to provide community service

that is specifically tied to Salida Sunrise Rotary.

Action: Assume management of the twenty year tradition of Holiday In The Park to guarantee its continuance and the scholarships that it supports.

Action: Develop an ongoing volunteer project that SSR is specifically associated with such as adopt the portion of Highway 50 in front of Robins.

Objective 3. Expand our horizons beyond our individual club to service programs that involve Chaffee County.

Action: Help promote the Solvista Regional Assessment Center by partnering with Solvista and The Substance Abuse Regional Coalition and get the Noon Club and Buena Vista Club involved.

Action: Develop an ongoing dialogue with at least quarterly meetings with the presidents and presidents elect of our Chaffee County sister clubs to find other areas of cooperation.

Objective 4: Commit resources to RYLA, RYE, and international projects.