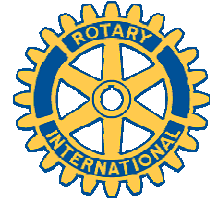


# DEL MAR - SOLANA BEACH SUNRISE ROTARY CLUB

P.O. Box 1115  
SOLANA BEACH, CA 92075



## **2009-2010 STRATEGIC PLANING SESSIONS RESULTS** **LONG TERM STRATEGY**

### **IN OUR COMMUNITY WE ARE KNOWN AS:**

- Most dynamic & enjoyable club
- The best Bocce Ball Tournament
- Multigenerational and diverse club
- Helping kids break the cycle

### **MEMBERSHIP**

- Lots of fun keeps members
- Recruit members from organizations we support
- Keep small to preserve characteristics desired (maximum 50)
- Membership at least 1/3 female

### **CLUB SERVICE**

- Social activities once a month
- Meetings offsite at organizations club supports – quarterly
- Club brochures & weekly email communications to members & potential members

### **VOCATIONAL SERVICE**

- Active relationship with Interact club: we support them, they support us
- Support RYLA and LEAD with students & facilitators

### **COMMUNITY SERVICE**

- Support Community Resource Center (CRC) for abused women and children
- Known for hands-on support for schools, scouts and other community organizations

### **INTERNATIONAL SERVICE**

- Continue to do annual project with OEF in San Salvador
- Water projects in Afghanistan & the world

### **FUNDRAISING**

- Bocce Tournament Regional/National Competitors & Sponsors
- Raise \$100,000
- Corporate sponsorship for community projects
- Partner with another Rotary club on a fundraiser

### **PUBLIC RELATIONS**

- Partnership with other organizations to support projects
- Participate in community activities to increase visibility
- 12 press releases per year

### **ROTARY FOUNDATION**

- 100% PARTICIPATION EACH YEAR
- Over 50% of club goes to Foundation seminar each year

### **LEADERSHIP DEVELOPMENT**

- All new members assigned to an active committee

