**Action Plan for Columbus Sunrise**

**Rotary Club**

**Attraction- January 2021**

**Strategy:** Develop a program of investing in young professionals by providing free and/or reduced fees if they become a Rotarian and for the first few years thereafter.

# What:

1. Need to decide and design what the dues structure will look like.
2. Research other Clubs dues structure for young professionals.
3. Once implemented, invite young professionals to Rotary events and let them know of the new dues structure. Some examples would be the Columbus Young Professionals group (CYP) and Ivy Tech.

# Who:

1. Membership Committee will design the new dues structure and present to the board for approval.
2. Membership Committee will reach out to groups and associations such as CYP that represent young professionals to identify prospects and invite them to Club Events and/or Meetings. Let them know of the new structure.
3. Membership Committee will work with Scholarship Committee to promote membership to scholarship recipient.

# When:

1. By March 2021 Board Meeting Membership Committee will present recommendations on new dues structure to Board for approval.
2. Once approved, Membership Committee and Club will reach out to young professionals’ group to cultivate relationships, invite to meetings, and Club events and promote new due structure.

**Results Anticipated:** Per strategic plan, would like to have 4 new members for the 2021-2022 Rotary Year.

# Champion assigned this Strategy: Todd Boilanger