

# Rotary



**Rotary Club of Merced Sunrise &  
Merced Sunrise Rotary Club Charity**  
**Zone 26, District 5220, Area 8, Club 22798**  
PO Box 3262 Merced, California 95344  
[www.mercedsunriserotary.org](http://www.mercedsunriserotary.org)

## **Corporate Membership Application**

Revised September 1, 2017

### **Our Vision**

Rotary Club of Merced Sunrise (Club) is a fellowship of intentional business, professional, and community leaders committed to manifesting new opportunities and a better future for all peoples and their communities.

### **Our Mission**

Our Mission embraces Rotary International (RI) five Avenues of Service, contributing to a better Merced and a better world through "Service Above Self" while providing members extraordinary networking, fellowship, friendship and personal growth opportunities in our community.

### **Service Club Corporate Membership - a 21st Century Solution**

Recognizing the need for corporate social responsibility, the Club created the Corporate Membership Initiative. Corporate memberships invite corporations to stay connected with and give back to local communities through Rotary's internationally recognized systems and structures. Membership in Rotary offers an excellent vehicle for staff leadership development. The Club provides a robust platform to engage local communities as part of Rotary's international brand. New and established programs, information sharing, fundraising and volunteering are a part of what it takes to meaningfully impact people and community while still meeting the needs of corporate flexibility and mobility.

### **Why Become a Corporate Member?**

Active Rotary membership provides an exclusive partnership:

- Join a long-term service organization (112 years) capable of assessing and responding to diverse strategic and operational community needs;
- Increase community awareness of your corporation brand through Rotary association;
- Enhance community exposure through senior executive involvement;
- Access Rotary's expansive international charitable network;

- Participate in meaningful high-profile volunteer projects and community programs; and
- Create new local and international initiatives and programs within Rotary that enhance the personal and professional interests of active corporate members.

## Rotary Corporate Member Benefits

The Rotary Club of Merced Sunrise created a Corporate Membership program with specific benefits that will elevate your corporate brand in Merced County and beyond by focusing and energizing your leadership and strengthening team building efforts.

- **Meeting Hosting:** Every 12-18 months our Corporate Members will be provided with the opportunity to shape and lead our Merced Sunrise Breakfast Meeting directly accessing our network of insightful community change-agents. The frequency of the Corporate Member-lead Rotary meetings is intended to be every 2-3 months and will be adjusted based on the number of Corporate Members.
- **Newsletter/Website/Social Media Recognition:** When active, every Corporate Member will be entitled to an annual Newsletter sponsorship advertisement as well as an on-going presence on Club internet and social media information systems and sponsorship announcements.
- **Meeting Recognition:** Corporate Members will be visually identified on screens at every Merced Sunrise Breakfast Meeting program.
- **Team Building Opportunities:** Rotary will endeavor to work with its Corporate Members to facilitate Corporate Team building opportunities associated with the Club's Merced Field of Honor, Clothes for Kids, Shrimp Feed and various other vital youth and community volunteer programs.
- **Discounted Corporate Sponsorship of Community Events:** Active Corporate Members will be given 20% sponsorship marketing upgrades for Club Events and community projects above the minimal participation.

## How “1+1” Corporate Membership Works

The initial “1+1” Corporate Membership is simply a membership for the owner/general manager (the primary member) with a fully paid perpetual “guest” breakfast, in addition to the other items cited on the Corporate Fee Schedule. Additional charges are due for any added guest.

The primary member will undergo the normal application process. Admitted primary members may bring any guest; prospective clients, other corporate managers/employees, family, community at large, to participate in Club functions. Any guest may separately apply for Club membership at the appropriate time using the customary process.

The annual corporate membership cost is described in the Corporate Fee Schedule.

## Rotary Basics

Rotary International (RI), the world's first service club organization, is made up of over 33,000 clubs in more than 190 countries. Its members form a global network of 1.2 million business and professional leaders who volunteer their time and talents to serve their communities and the world. Meaningful community and international service projects coupled with strong fellowship opportunities characterize Rotary worldwide. Rotary enjoys a rich and sometimes complex tradition and organizational structure, with many programs and customs that can be confusing to new and even not-so-new members.

## Rotary Organization

Rotary is essentially a grassroots organization, with most of its service efforts being carried out at the club level. The district and international structure is designed to support the clubs and help them provide more service in their communities and abroad.

- **Clubs:** *Rotarians* are members of Rotary clubs (over 33,000), which belong to the RI global association. Each club elects its own officers enjoying considerable autonomy within the framework of Rotary's constitution and bylaws.
- **Districts:** Clubs are grouped into 530 separate RI districts, each led by a district governor, who is an officer of RI. The district administration, including assistant governors and various committees, guides and support the clubs.
- **RI Board:** The 19-member RI Board of Directors, which includes the RI President and President-elect, meets quarterly to establish policies. Traditionally, the RI President, who is elected annually, develops a theme and emphasis for the year.
- **The Secretariat:** Rotary International is headquartered in the Chicago suburb of Evanston, Illinois, USA, with seven international offices.

## Responsibilities of All Club Membership

The club is the cornerstone of Rotary, where the most meaningful work is carried out. All active Rotarians are responsible for these key elements:

- Participating in at least one service project that benefit their community and those internationally;
- Sustaining or increasing our membership base;
- Supporting The Rotary Foundation financially and through program participation;
- Developing leaders capable of serving in Rotary beyond the club level, and;
- Every Member meeting at least 50% attendance.

What Rotarians get out of Rotary depends largely on what they put into it. Many membership requirements are designed to robustly build Club fellowship, their Rotary experience and otherwise stabilize and strengthen the Club in each community.

## Rotary's Guiding Principles

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:

- The development of acquaintance as an opportunity for service;
- 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;
- The application of the ideal of service in each Rotarian's personal, business, and community life; and
- The advancement of international understanding, goodwill and peace through a world fellowship of business and professional persons united in service.

## The Four-Way Test

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages, and Rotarians recite it at Club meetings:

Of the things we think, say or do

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?

## 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.
- **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.
- **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 (RYLA) and Rotary Youth Exchange.

## **Club History**

The Rotary Club of Merced Sunrise has been in existence since 1985 and has a proud history of fundraising, volunteerism and assisting worthwhile causes across Merced County, the Central Valley and internationally. We are an active club in giving and civic action. The Rotary Club of Merced Sunrise recently distinguished itself with all active members becoming Paul Harris Society Members - contributing more than \$1,000 to The Rotary Foundation annually in addition to their Club service. Less than 1% of all clubs worldwide perform at this level. The Club is governed by its President and Board of Directors and exists with a separate complimentary IRC 501(c)3 charity.

## **Merced Sunrise Breakfast Meeting**

Our Club meets for breakfast on Fridays at 6:30AM at Paul's Place Restaurant & Bakery at 2991 G Street, Merced. All Rotarians are required to maintain 50% attendance in order to remain engaged with the club initiatives and activities – which can be achieved through Club meetings, committee work, charitable projects and meetings at other Rotary clubs. Rotarians are expected to wear their pins, badges or other appropriate forms of identification at every material Rotary event.

## **Membership Process and Application**

We encourage prospective members to attend at least two Club meetings prior to submitting your Corporate Membership Application. After submittal, you will be contacted by a Membership Committee representative to arrange an interview to discuss any questions you may have about the merits and responsibilities of joining the Club.

Your membership application will then be passed on to the Board of Directors for review and approval with a final approval from the Club membership. In total, the approval process may take six to eight weeks. You are strongly encouraged to continue to attend meetings during this period. The primary member existing under the Corporate Membership designation will be made an Active Rotary Member and issued a unique Rotary International ID number with all the rights and responsibilities thereto.

**Please note: You will be invoiced for your pro-rated annual membership dues starting at the date of your formal induction. By signing these forms you agree to the use of your personal information for matters related to Rotary business. The undersigned understands and affirms that information provided by members to Rotary and each other is not to be divulged to third parties or used for any purposes other than for Rotary business.**

## Corporate Information

Corporate Name	
Primary Industry/Segment	
Office Address	
Billing Address	
Website Address	
Annual Sales Over \$10 million?	YES / NO
Publicly Traded?	YES / NO
Describe your Corporate Interest in Rotary	

## Rotary Information

Identify two Rotarians who would propose your corporation for membership.

Member:

Club:

Member:

Club:

Summarize your corporate Rotary experience:

## Personal Information – Primary Member

Full Name	
Preferred Phone Contact	
Preferred Mailing Address	
Preferred Email Address	
Date/Place of Birth	
Partner Name/Email	
Highest Education/Where	
Professional Designations	
Current/Prior Community Involvement	
Personal Interests	
Current/Prior Rotary Club Name	
Active Rotary Years/Dates	
Rotary Positions Held/RI#	

I, \_\_\_\_\_, confirm that:

- I received complete Rotary Club of Merced Sunrise membership information;
- I understand the privileges and responsibilities associated with Rotary membership; and
- I agree to promote the ideals of Rotary and to comply with the written and oral directives of the Rotary Club of Merced Sunrise.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Corporate Fee Schedule (rev. September 2017)

<b>Fee</b>	<b>1+1 Corporate Membership</b>	<b>Note</b>
Setup Fee	\$150.00	One Time Fee
Club Dues & "Fines"	\$980.00	\$440/Annual Dues per Member + \$100 "Fines" per Member + \$440 Annual Single Guest Breakfast
Field of Honor Sponsorship	\$500.00	Minimum Required Sponsor Level
Shrimp Feed Sponsorship	\$250.00	Minimum Required Sponsor Level
Shrimp Feed Tickets	\$600.00	Estimated 15 tickets @ \$40/ea
Foundation Giving	\$1,000.00	Paul Harris Society Required
Estimated Total	\$3,480.00	

Each additional guest operating under the corporate account would minimally add \$440 annually with no other costs. Any guest becoming a member will be charged the normal membership dues and fees.

Corporate Members may upgrade their minimum sponsorship of Club Events at a 20% discount of the listed price and will be given preferred marketing status if a conflict or choice emerges.

Corporate Members may negotiate a payment schedule contingent upon Officer/Board acceptance.