Rotary in Our Hearts

2016-2017

Club Action Plan
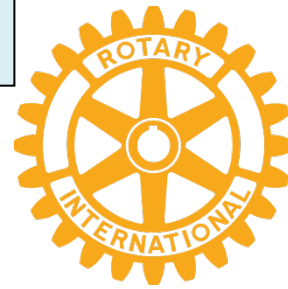
## Objectives:

- Increase Membership Engagement
- Raise Foundation Awareness
- Increase Public Awareness

**Increase Membership Engagement**

- Improved Committee Structure
  - Identify improved committee structure with clear "job descriptions" and clarity for expectations regarding committee objectives. Find a place for everyone that wants one!
- Improve Meeting Programs
  - Create club survey to identify programs of interest.
  - Assign a program committee chair to ensure program content is exciting and entices members to invite a guest.
- Improve New Member Orientation
  - Update Orientation Kit
  - Organize Fireside Chats Quarterly to create social opportunities for new and veteran Rotarians to be mentors and socially engage.
  - Assign mentors for red badge-to-blue badge follow through.
- Service Project Relevance
  - Facilitate Club Discussion regarding Service Project Relevance. Identify if what we've always done, still makes sense today and engages our new members.
  - Develop an action plan based upon the discussion outcomes.
- Send out club bulletin weekly with:
  - Speaker info (remind members regularly that they can use this as a tool to forward and invite guests).
  - Calendar of events
  - Other general Club and District Rotary business

**Raise Foundation Awareness**

- Host Foundation Event in October in conjunction with Rotary Foundation Month.
    - Offer members 100 club points to sign up for Rotary Direct
    - Share club Foundation goals
    - Launch Club's Polio Plus Campaign, "Spare the Change"

**Increase Public Awareness**

- Create club Facebook page
    - Assign multiple administrators to post stories weekly about programs, service projects, events, etc. Identify members that are knowledgeable and engaged in social media.
        - Use new Rotary logo: https://brandcenter.rotary.org/en-GB/Logos
- Improve press coverage
    - Identify Public Relations Chair; download Rotary Press Release template from RI and notify them of material to be published on a regular basis.
        - Template link: https://brandcenter.rotary.org/en-GB/Materials/Press-Release
- Utilize RI editable brochure and customize for club
    - Brochure link: https://brandcenter.rotary.org/en-GB/App/Approval

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**Goals:** What are the numbers that will indicate your club has had a successful year?

**Club Goals**

**Indicators:** What "activity" can you commit to and document that you believe will <u>lead</u> to these outcomes?

- **Foundation Giving**     **$121 Per Capita**
- **Polio Plus Goal**     **$20 Per Capita**
- **Membership**     **Net Gain >2**
- **Service Projects**     **One new relevant project**