

GOAL: MEMBERSHIP

	Action/Tasks	Lead	Helping	Resources	Start Date	End Date	Status Report/ Comments
	Expand to 35 members						
	Each One Bring One	President	Membership Chair	Emails, flyers	now	on-going	
	Open house every six months (2x per year members invite guests, members follow up with them after meetings)	President	Vanessa, Membership Chair, volunteers	snacks, flyers	Prior to next open house	on-going	
	Paid social media (identify specific times. Board allocates funding and treasurer approves.)	Sarah V. creates plan	Susan W.P., social media committee?	\$ approved by board in advance, data on what works	April, after board acts	on-going	
	social media budget	president	social media chair	data from previous	april or w/ annual budget	annual	

Diversify membership (race, ethnicity, vocation)							
	Identify community members to assist	VP	Membership Chair, board, all members	Chamber for their list, members' lists of contacts,	March		
	Add members to google drive, with access	Sarah K? or Jen?	all members	members provide list of orgs	March	by June, then on-going	
	Reach out to local orgs to extend invitations to speak or attend: make first contact and ask to attend, members invite local org reps to attend open house	VP, Members give names of possible presenters to VP,	Membership Chair	Google Drive, spreadsheet	happening now, but add google drive	on-going	

Increase impact on Rotary Foundation							
	100% EREY (\$25 minimum donation) , email reminders from PE, presentation at business meeting on how to donate, report at Board meetings	PE	fdtn committee (currently non-existent), Treasurer	from RI - ideas, speaker in November (district fdtn chair)	any time	on-going	
	50% Paul Harris Fellows: acknowledge donors at meetings	PE	Treasurer	members; info from RI	July 2022	on-going	

GOAL: ENGAGEMENT

	Action/Tasks	Lead	Helping	Resources	Start Date	End Date	Status Report/ Comments
Socials/events to get to know members							
	Plan one social per year with families: Plan potluck or activity in April/May/June	VP	Pres, Membership Chair	Location, Games, Food	March	Ongoing	first event in planning stages (3/4/22)
	Plan activity for 2 5th Tuesdays per year	VP	Membership Chair	Snacks, Activity Leader	March	Ongoing	first event in planning stages (3/4/22)
Social media to engage current members and the community							
	Create template for each event	Sarah V	Susan P.	Share template on Google Drive	March	June	
	Communicate social needs to social media person prior to event/activity	Susan P.	Comm. Service Chair, Event Chair	Calendar, images, pictures, flyer, template	One month or more before event	Ongoing	
	Send photos to social media person within 2 days post event	Event Chair	President reminds members, photographers, event committee members, Susan	Pictures	After each event	Within 2 days of each event	
	Develop social media calendar	Sarah V.	Susan P.		March	June	

Continue to grow participatory leadership structure							
	Encourage members to use Google Drive	Sarah K.	Jennifer	Google Drive	March	May 22 (also ongoing)	
	Educate new members on our structure	President	Membership Chair	Relevant sections of orientation PPT	March	Once or twice per year	
Increase club member participation							
	All members on committees: Assign members to committees	President	PE, Membership Chair, Members	Info on background of members	June	Ongoing as new members join club	
	committee for each event	President	directors and event chairs	survey members	July	establish by June, 2023; then on-going	
	Assigned role at each event	President	Event Chair, Other Committee Members	Chair for each event, assign committee for each event, assign roles for each event, can be standing	Bike Ride (next event)	Ongoing	

GOAL: REACH & IMPACT

Note: We want to take stock of our project reach, impact, and viability of projects. We need to make sure that we are flexible, open to ideas, but also recognize that not all members are able to do all projects.

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Increase community participation and visibility							
	Branding (apparel, branding at events, logo on everything)	VP	Membership Chair, Event Chair	Clothing, signs	Begun	Ongoing as needed	Waiting on shirt order to be completed
	Social media (noted above)	Social media committee chair	Social media committee	Logo folder on Google Drive (should be separate action)	asap	June	
	Explore additional sponsorship opportunities	Community Service Chair	Committee members, Event chairs	Chamber of Commerce	begun	ongoing	

Create a process to evaluate continuity of projects (and do it)							
	Form a committee to do this	President	Jen, others	lists of criteria for measuring value/ effectiveness	June	Annual	
	Determine viability of projects (Disc Golf Tournament, etc.)	Evaluation Committee Chair	Committee	Data from each event, post event survey of club members, additional criteria could be added	July	Ongoing	
	Identify keystone projects (top 3: Pumpkin Race, GED Scholarships, Beautiful Southern Ride)	President	Evaluation Committee provides data, members weigh in	data from above	July of 2023	August 2023	