

USING THE ACTION PLAN TO STRENGTHEN YOUR CLUB

Action Plan Priority: Increase Our Impact

Consider	How?	Tips
Finding your inspiration.	Ask participants which community/global issues should be addressed. Hold a vote to see which excite people most.	Reach out to community leaders (government departments, social service agencies, health care, police, etc.) for their insights. Invite them to speak to your club to see how you can have an impact.
Setting SMART goals.	Make them Specific, Measurable, Attainable, Relevant, Time specific and keep track of your progress.	<p>Don't set more goals than you can handle. If you're a small club, focus on a small number of things you can do well.</p> <p>To measure your impact, provide hampers to 25 families. Measure and communicate the impact this had to your members and the community.</p>
Identifying future leaders.	Select your presidents two or three years in advance to enhance continuity and stability. A strategic plan can help with this.	<p>If you're a small club, rotate responsibilities or job share.</p> <p>For members that don't see themselves as leaders, assign them important 'back up' roles.</p>
Copying and pasting.	Learn what other clubs are doing and adapt what you like to suit your own situation.	Visit other clubs, attend District conferences.

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Action Plan Priority: Expand Our Reach

Consider	How?	Tips
Being highly visible.	Make sure you're seen to be doing good and tell your story often and through various media.	Use the high-quality materials and resources RI has created for you to use and adapt. Create a list of 10+ local sources to send your stories to. Many digital and other media will publish your good news.
Engaging everyone in growing.	Engage the whole club in growing membership.	Make membership a regular agenda item for the whole club to plan and act. Pick a project or social and set a goal of having 5+ guests attend to see Rotary in action.
Opening your doors.	Invite community members to your meetings and projects so they can see what an amazing group of people you are.	Plan special meetings on subjects that will appeal to community leaders.
Ensuring your club reflects the community	Consider vocation, culture, faith, business, geography, etc.	Canadian and US governments have extensive demographic data bases you can use.

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Action Plan Priority: Increase Participant Engagement

Consider	How?	Tips
Ensuring a welcoming and 'fun' club culture.	Growing clubs talk about the fun they have together and how much they like each other.	Look at your meetings as if you were visiting the club for the first time. Do you see anything that might turn a prospective member off and should/could be changed?
Welcoming members' new ideas.	Ask members what they would like to achieve and develop projects to do so.	A club in Michigan encourages to develop their own project ideas and create a team to follow through.
Making member care a top priority.	Mentor and orient new members and make them feel welcome.	Hold orientation sessions for new members 3-4 hours after they've joined. Reach out to those who've 'gone missing'.
The real costs of being a member.	Does the money you expect members to spend dissuade anyone from staying – or joining in the first place?	Costs to consider include club dues, meals, event tickets, raffle tickets, donations, entertainment, etc. Consider a 'give time not money' option to help reduce costs of participation.

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Action Plan Priority: Increase our Ability to Adapt

Consider	How?	Tips
Changing things up.	Try new approaches to meetings (locations, times, etc.), projects and events.	Create alternate meeting times for members unable to attend workday meetings.
Creating new traditions.	Just because you've always done it that way doesn't mean you need to keep doing so.	Starting a meeting with a moment of reflection or generic blessing are great ways to respect different faith traditions. Hold a 'make up' meeting where everyone attends another club meeting or event. Have people report on the new ideas they discovered.
Experimenting with new approaches.	Start an alternate meeting time for members (and potential members) for whom your regular meetings don't work.	Create a 'special issue' satellite club for people who want to focus on a single important issue.
Becoming a valued partner.	Look for other groups that share your values.	Join with them in working on a special project or issue.

AND....

Make sure you're taking full advantage of the amazing resources to be found in My Rotary and The Learning Center!



Zone 28 Membership Team