

Battle Creek Rotary Club

Vision to Success Action Plan

12/11/23

Goal 1: Reach Out to Unengaged Members		
WHO DOES WHAT	TASKS – Steps to Complete	WHEN – By When Completed
Membership Committee	Develop protocol for outreach: How are you doing? We miss you at Rotary. We'd love to see you return. What would it take to bring you back?	January, 2024
Membership Committee	Contact sponsors to contact their members. If no sponsor get volunteer to follow up.	March, 2024
Membership Committee	Update expectation standards: Attendance at Meetings Serving on Committee Service Project Participation	June, 2024

Goal 2: Improve Our Marketing Strategies		
WHO DOES WHAT	TASKS – Steps to Complete	WHEN – By When Completed
Chuck Asher and Kathy Gallagher	Maintain successful Facebook Page, Instagram account and website.	-Completed
Rita McPhail	Post newsletter on website Develop list of comps for newsletter	-Completed -June 2024
Public Image Committee	Use one quarterly Monday meeting as a work session and assessment of progress	Ongoing
Public Image Committee/all or assigned to individuals or a team	Pay for occasional Member Recruitment Ads in Shopper or Enquirer. OR pay to boost Fb posts	
Public Image Committee/all or assigned to individuals or a team	Sponsor Rotary Table at Annual Prayer Breakfast	
Public Image Committee/all or assigned to individuals or a team	Create shared/cross pollination meeting or service projects with other service clubs.	
Public Image Committee/all or assigned to individuals or a team	Boost pin wearing in public	
Public Image Committee/all or assigned to individuals or a team	Create more marketing materials- One pager, trifold	

Goal 3: Develop a Tiered Membership Fee Schedule		
WHO DOES WHAT	TASKS – Steps to Complete	WHEN – By When Completed
Membership Committee/Ed Guzzo	Review how we charge and what is charged for what line item.	January 30, 2024
Membership Committee/Kathy Gallagher	Gather data from the district clubs about their dues structure.	February, 2024
Membership Committee/Jill Anderson	Host focus group(s) to learn what price point vs value prospective members see. Be specific.	March, 2024
Membership Committee/Board	Define three fee structure options to present to the board	June, 2024
Membership Committee	Develop Member or Corporate Sponsor Program	July, 2024

Goal 4: More Strategic Project Selection		
WHO DOES WHAT	TASKS – Steps to Complete	WHEN – By When Completed
Service Committee	Evaluate current projects – identifying areas of focus/funding/visibility, and community need	#1
Service Committee or Entire Club	Establish rubric/decision tree to select projects from a list of proposed and current projects	#2
Service Committee	Community needs assessment (Resource from Rotary or established community document.)	#3
Service Committee	Should we focus on fundraising? (ensure sustainability of other projects)	#4