

**Action Plan for Bloomfield**

**Rotary Club**

**Attraction- February 2021**

**Strategy:** Prepare a club brochure about your club and use to hand out to prospects and have them attend a club meeting as your guesto learn more about Rotary.

# What:

1. Develop a brochure and online content. Include past projects, history of the Club and description of Rotary.
2. Ask the Board for approval of a budget in which to produce the brochure.
3. At next Club Assembly, break into groups and each person identify one prospect to which they will deliver the brochure and invite to a club meeting.

# Who:

1. Brianne Jerrels will develop and reach out for content for new brochure.
2. Membership committee will facilitate Club Assembly to identify prospects who would make great Rotarians to hand out brochure, invite to meetings and cultivate into members.
3. Board will review and update prosect list at each meeting.

# When:

1. By March 2021 present brochure outline and budget to Board for approval.
2. At next Club Assembly, identify prospective members to invite to meeting and provide with brochure.

**Results Anticipated:** Would like to grow Club 10% per year.

# Champion assigned this Strategy: brianne Jerrels