**Club Membership Strategy**

**Rotary Club of**

**[ Your Club Name Here ]**

**Mission**

**[ 1-5 Sentences describing purpose of club or reason for membership focus ]**

**Objective A [ Statement of intent (e.g., Raise awareness of Rotary in our community) ]**

 **Goal 1 [ Specific, measurable, achievable target (e.g., weekly Facebook posts) ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **Goal 2 [ Specific, measurable, achievable target (e.g., one new project partnership ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **• ACTION STEP [ what, when, and by whom ]**

**Objective B [ Statement of intent (e.g., Increase new member invitations & inductions) ]**

 **Goal 1 [ Specific, measurable, achievable target ( e.g., quarterly “Bring a Friend” event) ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **Goal 2 [ Specific, measurable, achievable target (e.g., 12 new members by year end) ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **• ACTION STEP [ what, when, and by whom ]**

**Objective C [ Statement of intent (e.g., Improve engagement/retention of current members) ]**

 **Goal 1 [ Specific, measurable, achievable target (e.g., Conduct club member survey) ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **Goal 2 [ Specific, measurable, achievable target (e.g., retain 95% of current members) ]**

 **• ACTION STEP [ what, when, and by whom ]**

 **• ACTION STEP [ what, when, and by whom ]**