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| **Strategic Priority 1: Grow Membership and enhance retention through active engagement of all members** |  |
| Annual Goal | Action | Timeline |
| Add Three Members | Each one, ask oneContact previous members | July – April 2022July – April 2022 |
| Provide volunteer opportunities for members | Blood drivesSchool Supply DriveFund raisersLaura Laws Memorial GolfOyster RoastCommunity service projectsChristmas AngelsSalvation Army Bell Ringing | July – April 2022August 2022July – April 2022July – Sept 2022??July – June 2022November – December 2021December 2021 |
| Three current members will sponsor new member | Ask coworkers, family members about RotaryInvite guests to weekly meetingsPublish speakers for weekly meeting | July – April 2022July – June 2022July – June 2022 |
| Club members attend Rotary Events | District ConferenceRotary Foundation BanquetGrant Writing | September 2022November 2022 |
| Sponsor Two Social Events | New Social EventYear End Celebration | June 2022 |

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| **Strategic Priority 2: Commit to and support Rotary Foundation recognizing value and reach** |  |
| Annual Goal | Action | Timeline |
| Club members contribute $3000 for year | Every Rotarian, every year - $100 donationDirect donations and/or thru dues collection | July – April 2022July – April 2022 |
| Club members contribute $900 for year | Suggest $10 per member per quarterDirect Donation and/or thru club dues | July – April 2022July – April 2022 |
| Three new Paul Harris Fellows for Club | $1000 cumulative donationPoints donations possible  | July – April 2022July – June 2022 |
| Add one member as a benefactor to Endowment Fund | Educate members about program, provide paperwork to complete | July – April 2022 |

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| **Strategic Priority 3: Serve the Community in which we live, work and play** |  |
| Annual Goal | Action | Timeline |
| Club will have ninety volunteer encounters in year | Work blood drive and/or donate bloodParticipate in LLMGTEngage in one or more or four service projectsRing Salvation Army bellShop for an angel from Angel TreePurchase and deliver school supplies | July – June 2022September 2022July – June 2022December 2021November – December 2021August 2021 |
| Club will have at least four service projects | Participate in projects an announced by Community Service Chair | July – April 2022July – April 2022 |

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| **Strategic Priority 4: Actively Engage and educate youth in Rotarian values** |  |
| Annual Goal | Action | Timeline |
| Sponsor Three Interact Clubs | Statesville High SchoolSouth Iredell High SchoolWest Iredell High SchoolICATS | Sept – May 2022Sept – May 2022Sept – May 2022Sept – May 2022 |
| Sponsor two participants for RYLA | Recruit from Interact ClubsSeek sponsoring teacher recommendation | March 2022 |
| Engage Interact Club Members in Club Events | LLMGT, Blood drives, bell ringing, SEEDS project  | July – April 2022July – June 2022 |

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| **Strategic Priority 5: Enhance Club’s digital footprint via website, social media, print** |
| Annual Goal | Action | Timeline |
| Develop and adopt strategic plan | Engage Board and membership in developing and reviewing goalsPost plan to website for member review | September 2022 |
| Regularly update online information for club | Social media updates at least twice monthly | July – June 2022July – June 2022 |
| Regular updates to Club website | Website updates at least twice monthly  | July – June 2022July – June 2022 |
| Display Rotary symbols at events and service activities | Include banner in pictures for newspaper, social media, and websiteAdd Rotary logo to Blood Drive fliersDisplay banner and Rotary items at LLMGT | July – June 2022 |

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| **Strategic Priority 6: Prepare Club members for Rotarian Leadership Roles** |
| Annual Goal | Action | Timeline |
| Two members to participate in leadership training | Attend Rotary leadership program in person or virtually | July – April 2022 |
| Two Club members attend district conference | Attend district conference either in person or virtually | July – April 2022 |
| Select and announce officers for 22/23 Rotary year | Seek nominations for position from ClubPresent slate of officers to Board for presentation to membership | November 2021December 2021 |