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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 one  Contact previous members | July – April 2022  July – April 2022 |
| Provide volunteer opportunities for members | Blood drives  School Supply Drive Fund raisers Laura Laws Memorial Golf Oyster Roast Community service projects  Christmas Angels  Salvation Army Bell Ringing | July – April 2022  August 2022  July – April 2022  July – Sept 2022  ??  July – June 2022  November – December 2021  December 2021 |
| Three current members will sponsor new member | Ask coworkers, family members about Rotary  Invite guests to weekly meetings Publish speakers for weekly meeting | July – April 2022  July – June 2022  July – June 2022 |
| Club members attend Rotary Events | District Conference Rotary Foundation Banquet Grant Writing | September 2022  November 2022 |
| Sponsor Two Social Events | New Social Event  Year 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 donation  Direct donations and/or thru dues collection | July – April 2022  July – April 2022 |
| Club members contribute $900 for year | Suggest $10 per member per quarter  Direct Donation and/or thru club dues | July – April 2022  July – April 2022 |
| Three new Paul Harris Fellows for Club | $1000 cumulative donation  Points donations possible | July – April 2022  July – 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 blood  Participate in LLMGT  Engage in one or more or four service projects  Ring Salvation Army bell Shop for an angel from Angel Tree  Purchase and deliver school supplies | July – June 2022  September 2022  July – June 2022  December 2021  November – December 2021  August 2021 |
| Club will have at least four service projects | Participate in projects an announced by Community Service Chair | July – April 2022  July – 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 School  South Iredell High School West Iredell High School  ICATS | Sept – May 2022  Sept – May 2022  Sept – May 2022  Sept – May 2022 |
| Sponsor two participants for RYLA | Recruit from Interact Clubs  Seek sponsoring teacher recommendation | March 2022 |
| Engage Interact Club Members in Club Events | LLMGT, Blood drives, bell ringing, SEEDS project | July – April 2022  July – 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 goals  Post plan to website for member review | September 2022 |
| Regularly update online information for club | Social media updates at least twice monthly | July – June 2022  July – June 2022 |
| Regular updates to Club website | Website updates at least twice monthly | July – June 2022  July – June 2022 |
| Display Rotary symbols at events and service activities | Include banner in pictures for newspaper, social media, and website  Add Rotary logo to Blood Drive fliers Display 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 Club Present slate of officers to Board for presentation to membership | November 2021  December 2021 |