

1. Support & Strengthen our Club BY FOCUSING ON BUILDING
RELATIONSHIPS WITH BOTH CLUB & COMMUNITY MEMBERS

- **Create a Membership Committee.** Define the challenge of “Each one, bring one” - set a club goal. Develop a solid **plan** of how to ‘hook’ and engage. Explore ‘Friends of Rotary’ as a stepping stone to membership. Consider **flexible** individual, family, corporate **memberships**. Develop a list of potential friends, partners, and members. Utilize Rotary resources and tap into the membership successes of the D7040 Membership Committee.
- **Create a Diversity, Equity, and Inclusion Committee** – Develop definitions of what each word means to our club. Make our commitment to diversity, equity and inclusion **VISIBLE** in our community.
- Develop a **monthly club schedule** that is **more inclusive** and that remains flexible.
- Create a single club ‘**power statement**’ to **begin each meeting** and set the tone!
- Create a working group to prepare, and be completely ready, for ‘**hybrid**’ meetings. **Keep** an ongoing **on-line presence**.
- Create an **electronic** and PowerPoint version of a **volunteer handbook**. Make it **VISIBLE** (social media, website, to individuals) [Volunteer Canada](#) and Cornwall Volunteer Association Network has great resources.
- Plan more **fun** for members, potential members, community partners. ‘**Social committee**’ = Membership Committee. Start with 3 events per year, including a retreat.

WE
WILL
LOOK
DIFFERENT

Wednesdays		
1 st	7:00 Evening	Friends of Rotary
2 nd	7:00 Morning	Business & Workshops
3 rd	7:00 Evening	Joint-Club Speakers
4 th	7:00 Morning	Business & Fellowship
5 th (4 per year)	7:00 Morning	Club Assembly Chair Reports

2. Focus & Increase in Humanitarian Service BY FOCUSING ON BUILDING RELATIONSHIPS WITH OUR COMMUNITY PARTNERS

- **Collaborations**– Continue to strengthen our **Joint-Rotary Club Committee** and add **Rotaract Club** once it is up and running. Plan monthly evenings or shared **events** that will **target specific community partners** (non-profits, businesses, groups). Focus on building club **VISIBILITY**.
- **Joint-Club Rotaract Advisory Committee**. Connect with Rotaract Canada and Zones 28/32 for support. Learn about the **advisory role**. Connect with past/present Cornwall Rotaractors, and potential new candidates. Help to define the Rotaract Club focus/type. Create position on our board for a Rotaractor.
- Enhance and/or increase club and **youth program partnerships**. Create opportunities to **'empower girls'** in our youth groups with focus groups and topics of discussion (i.e., non-traditional careers, period poverty, Missing and Murdered Indigenous Women, International Women's Day – March 8th)
- Make **STEP/LTEP** a priority. Club members who have been **previous hosts** become the **promoters** and build solid list of potential sponsoring families.
- Build **FOUNDATION** awareness/support into Volunteer Handbook and club collaborations, and the focus of one annual event. Set this **year's goal**.

**WE
WILL
LOOK
DIFFERENT**

3. Enhance Public Image & Awareness BY FOCUSING ON BUILDING RELATIONSHIPS WITH THE PUBLIC

- Form a **'public image' committee**. Increase our in-club **'media tech' knowledge**: explore new programs/platforms (i.e., CANVA, Microsoft Teams) and online groups (i.e., Rotary Public Image Facebook group, District and Zone training sessions). Work towards making us more **VISIBLE**. Promote **"What's in it for YOU!"** (reasons why you should join).
- Highlight a different club member regularly, **online** – **"The Faces of Rotary"** – photo/text or video, personal info, what you like about Rotary, your role, years involved. Make us more **VISIBLE!** Introduce our exec and full membership on our website annually or as needed.
- Create an online **'Friends of Rotary'** presence. Friends are potential members. Give them reasons to consider becoming members - If they're wondering 'What's in it for me?' give them ALL the reasons!!!

**WE
WILL
LOOK
DIFFERENT**