

## 2021 – 26 Priorities, Goals & Action Plan

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

- **Create a Membership Committee.** Continue 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 steppingstone 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.**

**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** if 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** (EarlyAct, Interact, Adventure Programs, RYLA). 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 8<sup>th</sup>)
- 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**.

### **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!!!