**1.0 Administration**

***1.1 Leadership***

*Goal:* Ensure sustainability of the London-Lambeth Rotary Club by attracting and retaining qualified members.

*Action Plan:* Bring new members in to the Club and establish a culture of learning and training.

***1.2 Speakers***

*Goal:* Ensure quality speakers at two meetings a month.

*Action Plan:* Review technology to accommodate out-of-town speakers

 Speaker to be permitted time to deliver message

 Communicate scheduled speaker to club membership

 One meeting a month dedicated to Rotary education, preferably delivered by a District representative

***1.3 Club Communications***

 *Goal:* Enhance quality of Club communication with commitment to consistency

 *Action Plan:* Record details of Club activities on weekly meeting agendas

 Subject line of emails to start with **FYI, ACT or URG** to indicate if the email is *For Information,* requires *Action* or is *Urgent* in nature.

 Emails will be sent to relevant parties only. Please do not use “Reply All” if everyone does not have a need for the information in the email.

 Email recap of weekly meetings to members

**2.0 Membership**

***2.1 New Members***

*Goal:* Increase the number of active members in the Club

*Action Plan:* Include membership as a category on Fund Raising and Project matrixes

 Conduct a pre-membership qualification

 Get new members involved: help them find a “niche” suitable to their interests

 More effective on-boarding of new members: Rotary School, mentorship, attendance at District events

***2.2 Retention and Revitalization***

*Goal:* Activate and engage new and existing members

*Action Plan:* Continuous education about Rotary

 More social activities

 Create meaningful engagement in membership

**3.0 Service**

***3.1 Projects***

*Goal:* Match Club values and brand to projects

*Action Plan:* Create Project Matrix to identify, quantify and compare attributes of projects

***3.2 Fund Raising***

*Goal:* Increase the number of participants involved in our fund raising projects by attracting the Community to our Fund Raisers to gain their support

*Action Plan:* Develop matrix to evaluate Fund Raisers to attract new participants

 This may result in projects that focus on monies raised; other projects may not result in the same inflow of monies but will support other goals such as Public Relations or a potential increase in Membership

 Establish our brand

 Communicate that brand to the Community

**4.0 Public Relations / Public Image**

***4.1 External Communications***

 *Goal:* Increase access and exposure to local media

 *Action Plan:* Keep website current

 Membership to visit Facebook

***4.2 Relationship with Community***

 *Goal:* Define the Club’s focus

 *Action Plan:*  Create our brand

 Determine what we want to be known for

 Write our “elevator speech”

**5.0 Foundation**

***5.1 Foundation***

 *Goal:* Stay involved in Foundation at $100 / year / Rotarian at Club level, increase level of sustaining members and strive for 100% participation of “Every Rotarian Every Year”

 *Action Plan:* Learn about Foundation at Club meetings

 Encourage participation at Foundation Seminar and District Assembly

 Foundation Chair to provide reminders on Foundation and

Regular updates on number/ percentage of participants and sustaining members

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