



**ROTARY CLUB OF CADILLAC
STRATEGIC PLAN & GOALS
2020 - 2021**

TOGETHER we see a world where **PEOPLE** unite and take action to **CREATE** lasting **CHANGE** across the globe in our communities and in ourselves.

ROTARY CLUB OF CADILLAC

STRATEGIC PLAN & GOALS

2020 - 2021

INCREASE AND IMPROVE MEDIA, MARKETING AND COMMUNICATIONS



- Identify a member who will take ownership
- Establish timely schedule for updates & communications
- Explore signage options and locations
- Expand our social media presence
 - Identify media person

Timeline: Identify Person and Train by 9.1.2020

INCREASE MEMBER ENGAGEMENT



- Develop incentives to lower costs
 - Established members sponsor new members
 - Corporate memberships
 - Satellite club with separate meeting day, time, location where dues would be the only cost
- Establish mentoring program
- Educate members
 - Involve on committees
 - Teach them about Rotary
 - Utilize YouTube channel, tutorials & blogs

Timeline: Draft Framework by 8.19.2020

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**IMPLEMENT HYBRID
OPPORTUNITIES FOR THE CLUB**

3
THREE

- Meetings - Randy
- Auction move to a virtual event - Susan, Traci, Sue Markem, Deb Ballard
- Fellowship

Timeline: Immediate and Ongoing

**INCREASE RESPONSIVE SERVICE
ENGAGEMENT TO COMMUNITY NEEDS**

4
FOUR

- Develop partnerships with other service clubs and NPOs
- Implement responsive engagement to emergency community needs
- Develop service dashboard
- Establish regular service opportunities (beyond just Fifth Tuesday)
- Secure "Rotarians at Work" shirts for all service events

Timeline: Immediate and Ongoing