

Rotary

Club of Cadillac



ROTARY CLUB OF CADILLAC

STRATEGIC PLAN & GOALS

2023/2024

***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**
2021 - 2022

INCREASE AND IMPROVE MEDIA, MARKETING AND COMMUNICATIONS

ONE

- Strengthen Rotary's image & service through press releases
- Expand our social media presence
- Design Rotary brochure
- Be more visible in the community

INCREASE MEMBER ENGAGEMENT

TWO

- Attendance policy
- Educate and engage members
- Every Rotarian involved on committees
- Increase attendance at make-up coffee meetings
- Fireside Chats of Rotary education
- Cocktails and Conversation meet-ups
- Invitations to potential candidates

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ROTARY FUNDRAISERS

White Pine Ride/Auction/Stride 5k

3
THREE

- Engage membership
 - Auction project that enhances our community
 - Increase awareness to events
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**RESPOND TO COMMUNITY NEEDS
& YOUTH ENGAGEMENT**

4
FOUR

- Respond to emergency community needs
- Spring and fall Service Day
- Encourage "Rotarians at Work" shirts for all service events
- Activate S.T.R.I. D.E. Program
- Continue Interact Club, Jr. Rotarians, Literacy, Life Leadership, Scholarships, & Essay Contest