

The background features a large, light orange gear logo. The gear has 24 teeth and a central hub with four spokes. The word "ROTARY" is written in a white arc across the top of the gear, and "INTERNATIONAL" is written in a white arc across the bottom. A registered trademark symbol (®) is located at the bottom right of the gear.

**ROTARY CLUB OF CADILLAC**  
**STRATEGIC PLAN & GOALS**  
2021/2022

**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



- Strengthen Rotary's image & service through press releases
- Establish timely schedule for updates & communication
- Explore signage options and locations
- Expand our social media presence

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### INCREASE MEMBER ENGAGEMENT



- Develop incentives to lower costs
  - Established members sponsor new members
  - Corporate memberships
- Educate members
  - Involve on committees
  - Teach them about Rotary
  - Utilize YouTube channel, tutorials & blogs

**Timeline: Draft Framework by 8.19.2021**

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**IMPLEMENT HYBRID  
OPPORTUNITIES FOR THE CLUB**

**3**  
**THREE**

- Plan Effective Projects - Rotary Service In Action
- Plan Successful Annual Auction
- Plan Creative Fellowship Opportunities

**Timeline: Immediate and Ongoing**

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**INCREASE RESPONSIVE SERVICE  
ENGAGEMENT TO COMMUNITY NEEDS**

**4**  
**FOUR**

- Implement responsive engagement to emergency community needs
- Establish regular service opportunities (beyond just Fifth Tuesday)
- Encourage "Rotarians at Work" shirts for all service events

**Timeline: Immediate and Ongoing**