

Thank you all for your willingness to serve on the 20-21 Waterville Rotary Club Board of Directors!

"Rotary Opens Opportunities".

RI President-elect Holger Knaack's theme for 2020-21, *Rotary Opens Opportunities*, asks Rotarians to create opportunities that strengthen their leadership, help put service ideas into action, and improve the lives of those in need.

Our plan is to carry this theme through many of our projects, our commitments, and our programs. I have spent some time reflecting on my Rotary experience and have found some perspective on what I feel are important areas that we need to focus on to remain an engaged, impactful, and growing club into the future. The 6 areas of focus that we will be placing a priority on are: **Community Volunteering, Support of the Rotary Foundation, Meeting Attendance, Member Input into Service Projects and Programming, Literacy, and Fellowship.**

We will use these 6 areas of focus in helping us to achieve our club goals:

1. Enhance Participation and Membership Engagement
2. Increase our Impact in the Community and the World
3. Build Awareness of our Impact and our Brand
4. Increase Membership by inducting 12 new members and have a net gain of 6 members by July 1, 2021
5. Get to know our fellow Rotarians better as I believe that a closer group will be more resilient and will accomplish more.

1. ENHANCE PARTICIPATION AND MEMBERSHIP ENGAGEMENT.

- Goal is to increase attendance from an average of 33.71% to an average of 50% per meeting. **(Everyone)**
- Assure that 100% of membership is assigned to and active on a committee. **(Club Administration, President)**
- Establish Rotarian of the Month Award to recognize efforts of our members **(Board)**
- Allow for 4-5 Classification Talks a Month **(Club Admin)**
- Establish Team Competition to allow for Leadership Opportunities for Team Captains and accountability of the membership **(Pres)**
- Establish a Team Competition to award "Points" for coming up with at least 5 Community Service Project Ideas and at least 10 Guest Speaker Ideas **(Pres)**

- At least 5 meetings shall be used as "Working Meetings" where members will be asked to participate in a community service project at our regular meeting time when possible. **(Community Service)**
- Provide monthly updates on Team Competition to show what we are accomplishing **(Pres)**
- Be sure to make Inductions of new members meaningful and memorable for the new member **(Membership)**
- Contact absentee members after 3 missed meetings in a row to check on their wellbeing and let them know that they are missed. Ask if there is anything missing from their Rotary experience **(Membership)**

2. INCREASE OUR IMPACT IN THE COMMUNITY AND THE WORLD

- 100% participation in Foundation Contributions **(Foundation, Pres)**
- 6 new members sign up for automatic contributions.
- As club, average \$100 per member for Contributions to The Rotary Foundation **(Foundation)**
- Establish a Team Competition to award "Points" for donating to EREY **(Pres)**
- Establish a Team Competition to award "Points" for Volunteering time in the community with a goal of 700 hours as a Club **(Pres)**
- Establish a Team Competition to award "Points" for coming up with at least 5 Community Service Project Ideas **(Pres)**
- Establish a Team Competition to award "Points" for reading to children with extra points to be given for reading at Educare, local schools, the library, at a club meeting, or on our YouTube Channel which is to be created. **(Public Relations, Pres)**
- Apply for at least two District Grants to increase the overall impact of our service projects **(Community Service)**
- Make one meeting a month be a dinner or lunch event where we can support a local restaurant that has supported our efforts over the years **(Club Admin)**
- Introduce the 4 Way Test or "What is your Dream?" program into our local schools through a poster contest at the Elementary level and an essay competition at the Middle School level. VYE Committee to use its discretion on which to do. (Do same with South End Teen Center) **(Vocational and Youth Engagement)**
- Create a Poster contest in Elementary Schools "What is Your Dream?" Create a Partnership with Waterville Creates to organize an art show or an auction for the youth artwork. **(Vocational and Youth Engagement)**
- Create a Mentorship Program in partnership with The South End Teen Center (Possible Round Table Discussions to share thoughts on topics of interest for the teens and help provide some guidance) **(Community Service)**
- Increase support from membership and from the club for the Perfect Attendance Program initiated by the Mid-Maine Chamber **(Community Service, Pres)**

- Purchase books to be distributed by KVCAP to children who attend their Annual Community Celebration to support literacy. Apply for a District Grant to increase impact. **(Community Service)**
- Provide financial support to Educare which shall be used to help support young children and their guardians who are in the most need. I will be providing you a Community Impact Statement on this soon. This Presidential Project has a strong likelihood of receiving a match. Erin Merrill will be applying for a District Grant. Combined funding from our Club and the District if approved would be \$12,500 which will hopefully be leveraged into \$25,000! **(Ways and Means)**
- At least 5 meetings shall be used as "Working Meetings" where members will be asked to participate in a community service project at our regular meeting time when possible. **(Community Service)**
- Establish a Career Day where Rotarians and perhaps other community leaders go into the schools to answer questions about their jobs, what they do, skills/education required, hours worked, etc... (Junior High School used to do this) **(Vocational and Youth Engagement)**
- Board and International Service Committee to consider supporting a project that will improve opportunities in education, employment, and self-actualization while enhancing safety and well-being for impoverished women, men, children, and those with disabilities in Gia Lai Province, Pleiku City, Vietnam. **(Board and International Service)**
- Create a job shadowing program, engage in vocational speaking and classroom aspirational support in the local schools. Increase Thomas Rotaract engagement, promote MMTTC Interact club with Sunrise Club. Partner with Sunrise Club around a project or two. Host a meeting at MidDay Cafe with MMTTC. **(Vocational and Youth Engagement)**
- International Service Committee to consider supporting a water project in Ghana. One meeting in August to be devoted to inviting a speaker on the topic. **(International Service)**
- Community Service Committee to review the suggestions made by the various "Teams" and evaluate the community needs and projects worth pursuing by the Club. **(Community Service)**
- Establish a Committee to advise the Board on how to best support Rotary International's Area of Focus of Peace and Conflict Prevention/Resolution in our current national environment. **(Pres)**
- Be considerate of Diversity of age, race, religion, occupations, and gender when prospecting for New Members in order to have a membership and that is representative of our community. **(Everyone)**

3. BUILD AWARENESS OF OUR IMPACT AND OUR BRAND

- Develop "Rotary Eats Here" poster and post photos to our website, Facebook, and other social media outlets when we have our "Fellowship" Meetings at a local restaurant **(Public Relations)**
- Develop a YouTube Channel for Waterville Rotary where we can post Rotarians reading and engaging in service projects **(Public Relations)**
- Keep our website and other social media outlets updated with what is happening with our Club including but not limited to meetings, fundraising events, and community service projects. Use more action photos and less static images. **(Public Relations)**
- Establish a Team Competition to award "Extra Points" for wearing Rotary t-shirt and or hat when volunteering in the community. **(Pres)**
- Provide monthly updates on our Club Goals **(Pres)**
- Make a connection at the Morning Sentinel and keep them informed of our projects, speakers, and events with a goal of being acknowledged in print media 3 times by 7-1-20 **(Public Relations, Pres)**
- Honor two non-Rotarians with Paul Harris Fellowship for their contributions to the community. **(Board)**

4. INCREASE MEMBERSHIP BY INDUCTING 12 NEW ROTARIANS AND HAVE A NET GAIN OF 6 ROTARIANS BY 7-1-21

- Establish a Team Competition to award "Points" for sponsoring a new member. New members shall be added to the team of whomever sponsored them! **(Pres)**
- Work with Mid-Maine Chamber to identify potential members **(Membership)**
- Routinely challenge members to think of family, friends, co-workers, business associates who may be good members **(Membership, Pres)**
- Induct at least 1 Corporate Membership **(Membership)**
- Have one member attend the Membership Seminar

5. A CLOSER CLUB WILL BE A MORE PRODUCTIVE ONE

- Establish a Team Competition to award "Points" for members who complete the Rotarian Questionnaire by 9-1-20. Share 1-2 responses a week and challenge membership to guess who the member is **(Pres)**
- Make one meeting a month be a dinner or lunch event where we can support a local restaurant that has supported our efforts over the years **(Club Admin)**
- Everyone has a "Story" to tell. Allow for 4-5 Classification Talks a Month where members can not only share what they do, but about themselves. **(Club Admin)**
- 5th Monday tradition will continue where we will find places to gather outside of our traditional meeting environment **(Club Admin)**

Questions I plan to ask each Rotarian and share a couple every meeting. Members will be asked to guess who the person is

1. What City, State, Country were you born in?
2. Two interesting facts about yourself that some may know, but some may not
3. What would be the location of your dream vacation?
4. List 2-3 hobbies or interests
5. If you were able to relive one year of your life, what age would you want to experience again? Why if willing to share.
6. What is your "Peaceful" place?
7. If you had to eat one meal the rest of your life, what would it be?
8. What was your Rotary Moment? (That time when you thought to yourself: "This is why I joined")

Guess wrong, \$1.00 in the World Service Cup

Team Competition: Team with most points on June 18th, 2021 will be awarded \$2000 to put towards a project of their choice.

Goal	Team	Club	Points
Volunteer Hours	70 hours	700 hours	5 pts per hour
Foundation Donations	\$1000	\$6000	20 pts for EREY
Foundation Contribution	100%	100%	% of team = points
Automatic Foundation Deduction	1	6	10 pts per
Attendance	50%	50%	1 pt per meeting
Sponsor a New Member	2	12	10 pts per
		Member sponsored	(added to your team)
Questionnaire Returned	100%	100%	3 pts per returned
Guest Speaker Ideas by 10-1-20	10	60	10 pts if goal met
Community Service Ideas by 10-1-20	5	30	10 pts if goal met
Books Read to Youth	60	420	5 pts for every book read
at Educare, School, Library, Homeless Shelter, YouTube			

(5 books read at home = 1 pt. Max 15 points home reading)

TEAMS

John D.	Kim L.	Tina C.	Christine B.	Chris G.	Suzanne UM
Erin M.	Maggie B.	Michele P.	Tammy R.	Bob B.	Doug C.
Dan E.	Don B.	Rob L.	Roger C.	DJ M.	Elerly K.
Louise S.	Sarah W.	Mike R.	Sean C.	Tamzen W.	Len L.
Tim B.	Charlie G	David G.	Tom L.	Loucile Z.	Ken V.
Hanna B.	Rick M.	Mike M.	Caroline TL	Chuck B.	Jen O.
Jeff M.	Rene B.	Joanna D.	Rick D.	John F.	Jerry T.

Ted F.	John M	Bruce H.	Joseph M.	Tony L.	Laurie L
Alan R.	Peter R.	Frank P.	Mike C.	Jacinda G.	Julie D.
Nick I.	Terri V.	Chris M.	Duane W.	Buffy H.	Peter G.

COMMUNITY SERVICE PROJECTS:

- At least 5 meetings shall be used as "Working Meetings" where members will be expected to participate in a community service project at our regular meeting time when possible. Committee to come up with ideas to present to the Board.
- Apply for District Grants to increase the overall impact of our service projects
- Create a Mentorship Program in partnership with The South End Teen Center (Possible Round Table Discussions to share thoughts on topics of interest for the teens and help provide some guidance) Provide additional support and resources to the South End Teen Center.
- Increase support from membership and from the club for the Perfect Attendance Program initiated by the Mid-Maine Chamber
- Purchase books to be distributed by KVCAP to children who attend their Annual Community Celebration
- Community Service Committee to review the suggestions made by the various "Teams" and evaluate the community needs and projects worth pursuing by the Club.
- Partner with Sunrise Club on a project or two.

VOCATIONAL AND YOUTH ENGAGEMENT:

- Introduce the 4 Way Test to our local schools through a poster contest and or essay competition (Do same with South End Teen Center)
- Poster contest in Elementary Schools "What is Your Dream?" Create a Partnership with Waterville Creates to organize an art show or an auction for the youth artwork.
- Establish a Career Day where Rotarians and perhaps other community leaders go into the schools to answer questions about their jobs, what they do, skills/education required, hours worked, etc... (Junior High School used to do this)
- Create a job shadowing program for local youth, vocational speaking, classroom aspirational supports, increase Thomas Rotaract engagement, MMTC Interact club with Sunrise. Partner with Sunrise around a project or two. Plan a meeting at MidDay cafe with MMTC.

CLUB ADMINISTRATION

- Assure that 100% of membership is assigned to and active on a committee
- Make one meeting a month be a dinner or lunch event where we can support a local restaurant that has supported our efforts over the years. Create a list of vendors for a potential dinner meeting.
- Everyone has a "Story" to tell. Allow for 3-4 Classification Talks a Month where members can not only share what they do, but about themselves.
- 5th Monday tradition will continue where we will find places to gather outside of our traditional meeting environment. Create a list of possible destinations.
- Come up with programs that support Rotary's theme for 20-21, (Rotary Opens Opportunities, asks Rotarians to create opportunities that strengthen their leadership, help put service ideas into action and improve the lives of those in need) enhance our ability to reach our club goals, and follow Rotary's Six Areas of Focus:
 - Peace and conflict prevention/resolution.
 - Disease prevention and treatment.
 - Water and sanitation.
 - Maternal and child health.
 - Basic education and literacy.
 - Economic and community development.

MEMBERSHIP:

- Be sure to make Inductions of new members meaningful and memorable for the new member
- Contact absentee members after 3 missed meetings in a row to check on their wellbeing and let them know that they are missed
- Work with Mid-Maine Chamber to identify potential members
- Routinely challenge members to think of family, friends, co-workers, business associates, and community partners who may be good members
- Induct at least 1 Corporate Membership
- Send 3 club members to the District Assembly
- Have one member attend the Membership Seminar
- Have one member attend the International Conference
- Induct 12 new members with a net gain of 6 members by July 1, 2021

PUBLIC RELATIONS:

- Develop "Rotary Eats Here" poster and post photos to our website, Facebook, and other social media outlets when we have our "Fellowship" Meetings at a local restaurant
- Create a Rotary YouTube Channel for Rotarians to read remotely to children and promote our functions
- Keep our website and other social media outlets updated with what is happening with our Club including but not limited to meetings, fundraising events, and community service projects. Use more action photos and less static images.
- Make a connection at the Morning Sentinel and keep them informed of our projects and events and be in print media 3 times by 7-1-20

FOUNDATION:

- 100% participation in Foundation Contributions
- 6 new members sign up for automatic contributions.
- As club, average \$100 per member for Contributions to The Rotary Foundation
- Educate Membership on different ways to contribute and the benefits from donations
- Educate Membership on how Foundation donations allow us to expand our impact on the community

INTERNATIONAL SERVICE:

- Board and International Service Committee to consider supporting a water project in Ghana
- Consider supporting a project that will improve opportunities in education, employment, and self-actualization while enhancing safety and well-being for impoverished women, men, children, and those with disabilities in Gia Lai Province, Pleiku City, Vietnam
- Research and identify other potential service projects that might qualify for global grant in 21-22

WAYS AND MEANS:

- Provide financial support to Educare which shall be used to help support young children and their parents who are in the most need. (See attached Community impact Statement) This Presidential Project has a strong likelihood of receiving a match. Erin Merrill will be applying for a District Grant. Combined funding from our Club and the District, if approved, would be \$12,500 which will hopefully be leveraged into \$25,000!

- Goal from “Radio Auction” \$15,000 Net profit
- Goal from “Spring Fling” \$8,500
- Goal from “Dine Around Town” \$1500
- Lobster Claws for a Cause at The Taste of Waterville in the works