

## 2019 CLUB VISIONING SESSION REPORT

To fully support the Minneapolis City of Lakes Rotary Club's vision of Service Above Self, we will engage current members and attract new ones to grow to 125 members by 2022.

### MEMBERSHIP

Create a membership committee that drives member growth and retention by highlighting the value of Rotary and engaging club members:

- + Increase engagement from 68% to 85%, with personal outreach to disengaged members
- + Get new members assigned to/involved in a committee within 1 month after induction
- + Have new members lead a service project each year of their choosing

### COMMUNICATIONS

Focus on efficient, consistent communications to club members and the wider community:

- + Develop a robust, consistent communications strategy across all platforms, with well-defined roles and responsibilities
- + Ensure more proactive communications, promoting events well in advance
- + Actively pursue opportunities to promote City of Lakes Rotary to the Twin Cities community

### VOCATION

Help members grow in their vocations and effectively use them in service to others:

- + Highlight members' professions so everyone is aware of each other's jobs and can network as appropriate
- + Identify each members' personal interests and passions to better identify where they will feel connected
- + Provide members with engaging opportunities for vocational training and professional development