

ROTARY CLUB TO END HUMAN TRAFFICKING MEMBERSHIP COMMITTEE 2022 ACTION PLAN

The goals of the 2022 action plan are to stabilize the club's membership, putting down a foundation that builds an esprit de corps, which we can use to build the effectiveness of the club going forward.

Philosophical Underpinnings of the Plan

'Service before Self' **does not** mean *Service at the cost of Self*. For anyone to give service, they have to have the resources to do so. Those resources are time, energy, emotional strength, money, etc. To achieve the level of Service our club desires, we need to be conscious of who our members are. We need to become a 'real club' even if we are virtual. We need to make each member know the club wants to support them and pursue the club's vision and goals.

In another organization I belong to, we have a saying similar to 'Service before Self.' It is 'Give to Get.' It is the principle that if you want to get something, you need to be giving first. RCEHT wants to get something. It wants members who are passionate about its mission and provide time and energy to the effort. If we want that, we need to *give to our members first*, ensuring they feel listened to, heard, helped, and assisted. In so doing, we will be building the loyalty and commitment we need to pursue our mission.

Action Plan

This action plan will cover the first six months of the year. We will then assess our progress, make adjustments as necessary and develop an action plan for the last six months of the year.

- Recruit a committee!
- Gain *a deep understanding* of each member – their personal goals and challenges, why they are attracted to the club and its mission, what they would like to see the club doing both to promote the club mission and feel supported by the club. This will be accomplished through individual interviews conducted by committee members.
- Based upon the interviews, identify specific areas the club needs to address to ensure the club is serving its members.
- Create a more robust and personalized onboarding and mentoring plan based on the information received from our interviews with club members.
- Work with the program committee and determine critical areas where member engagement will be needed.
- Develop tools and communication strategies for recruiting members within the club for specific needs.