



February 16, 2022
Strengthening Rotary
Campaign
STEP 2



Current Rotary Research has found clubs with most vitality



-
1. Get the message out about what is Rotary and our impact
 2. Create a sense of pride in their club by showcasing how we help
 3. Have membership goals (attrition & attraction)
 4. Take action to meet those goals with help of Board / Membership Committee
 5. Offer service projects where those who are not yet Rotarians are welcome

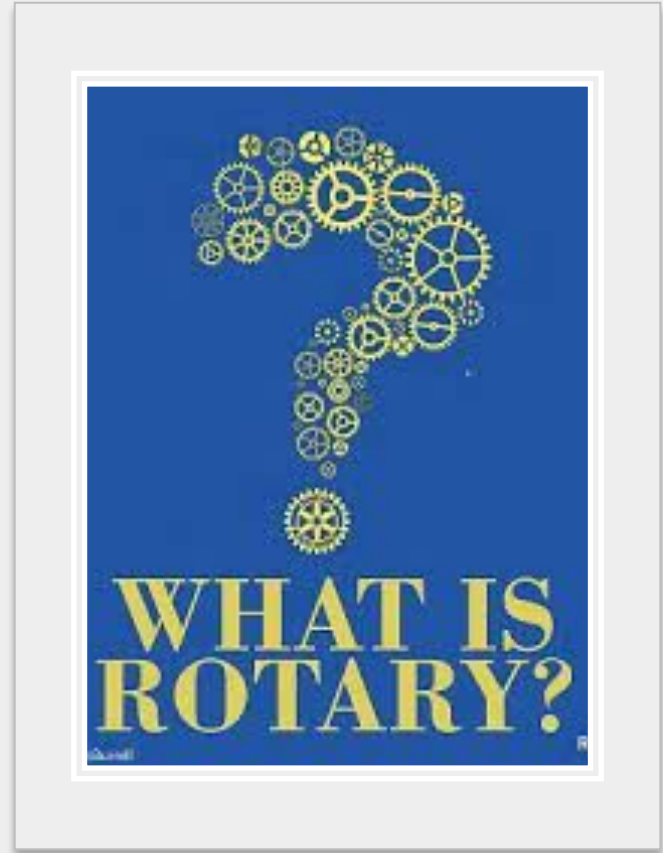
Strengthening
Rotary
Campaign -
THREE Actions



1

Give You Content

- Week of January 31, we gave you content to post about “What is Rotary?” and “How do we impact the local and global communities”



2

Tell Your Club's Story of Impact & More about Your Members

YOU ARE HERE NOW

- Two more videos sent in today's message to post or share on website, social media
- Add to the message by sharing some ways your club impacts your local and global community
- Make your members proud by putting into words and pictures how we make your communities / world a better place.



Profile a few of your members - having them share in one minute or less why he / she LOVES Rotary

Identify Two Events - Call To Action

Help you to identify and publicize events where non-Rotarians and Rotarians can meet.

- Ideally a service project that aligns to one of the seven areas of focus - in March
- Your part in the Great Lakes Watershed Clean-Up (April 16-24, 2022)
- Could also be a fundraising event, appreciation event, networking event or club meeting.



What are Your Next Steps

1. Identify who is going to update your club website and social media with videos and posting being shared (e.g. public image lead)
2. Decide what two events you want to invite others to join you and your club members at ...
 - a. Ideally a March event (service project as it relates to 7 areas of focus)
 - b. Great Lakes Watershed Clean-Up (April 16-23) - when and where will your club be working
3. Encourage members to like and share the impact stories your club is posting
4. Determine membership lead / committee who is going to help club improve attraction and reduce attrition in your club this year - before July 1, 2022
5. Reach out to your Assistant Governor and / or other clubs in the area to see if you want to collaborate on any part of this campaign.