

Rotary District 6400 Plan of Action 2016-2019

MEMBERSHIP	THE ROTARY FOUNDATION	PUBLIC IMAGE
<p>To Increase Membership & Member Engagement</p>	<p>To Increase Participation in Community Service & The Rotary Foundation</p>	<p>To Enhance the Club's Public Image in the Community</p>
<p><u>JOIN LEADERS</u> Mix of past leaders and newer members (71) Everyone should be on the membership committee (55) All members plus 4-5 person core (51)</p>	<p><u>JOIN LEADERS</u> Someone who has a passion for it (66) President, board members, Champion for the Foundation and new members (65) Board, Foundation committee, all members (34)</p>	<p><u>JOIN LEADERS</u> Members who know how to do it and committees to do it (57) Involve everyone – led by Public Image chair (55) Everyone (39)</p>
<p><u>EXCHANGE IDEAS</u> Engage members and give them purpose – listen to what the needs of the members are (108) Retention through engagement/passion – activities, committees, fundraising (92) Serve and promote fellowship in the context of what the club does for their community (60)</p>	<p><u>EXCHANGE IDEAS</u> Invite speakers with international project experience; one meeting each month focused on Rotary at some level; show what those dollars are doing – it comes back (71) Bring in someone from the District to talk about The Rotary Foundation and PolioPlus (68) Provide regular education for club members and updates on progress of earnings (42)</p>	<p><u>EXCHANGE IDEAS</u> Provide education about what Rotary is – signage about who we are and what we do (73) Define what Rotary means in your community and to your community (48) Let the community know what you're doing and give results – put out signage (45)</p>
<p><u>TAKE ACTION</u> Make the activity rewarding – build relationships – fellowship draws people together (101) Invite people <u>personally</u> and make it fun (89) Get information re: new members interests, i.e., one thing that they want to do (73)</p>	<p><u>TAKE ACTION</u> Projects involving education – literacy, water and sanitation (107) PolioPlus (71) PolioPlus, District and global grants (58)</p>	<p><u>TAKE ACTION</u> Use social media (95) Always publish pictures of people doing projects (62) Provide bumper stickers for club members, improve visualization of signage, wear Rotary club shirts (49)</p>

