

**Goal 1: CLUB SERVICE** – The Fayette Rotary Club will increase club membership annually by 5% or 2-3 members per year.

**Objective:** The club needs to continue to be a viable force for the future benefit of the community, the members and the world.

**How objective will be measured:** Membership count as of June 30 each year.

<b>Strategy</b>	<b>Person Responsible</b>	<b>Funding Needed</b>	<b>Comments</b>
1. Have at least one Club Assembly per year for committee reports to keep members informed.	Chaired by President, reports by committee chairs	NC	Initiated 7/1/18
2. Informal invitations issued by member	All members	NC	On-going process
3. Formal invitations issued to new business owners by Rotary Board of Directors	Board members	NC	On-going process
4. Advertise weekly programming to entice more visitors to attend meetings	Board members, secretary, web master	TBD (No cost for FB posts)	Facebook page promotes each speaker. Email sent to member prior to meeting
5. Schedule one evening meeting per month for those who cannot attend a noon meeting	Board members	NC	Attempted in 2017. Did not change attendance. Went back to regular schedule
6. Visit FHS Interact Club. Sign-up to attend each meeting in an effort to inspire students to become Rotarians in the future	Various members	NC	On-going Cathy Baxter, Deb Miller and Jessica Quint work with Interact students
7. Adjust dues to reflect alternative memberships	Board members	NC	Club has options to pay dues and all meals at reduced rate, to pay for dues and only those meals that were eaten, and for couples.
8. Add honorary members when appropriate	Board members	NC	On-going process

**Goal 2:** CLUB & VOCATIONAL SERVICE – The Fayette Rotary Club will support service projects for community benefit, as well as educational and informational purposes both monthly and annually.

**Objective:** Rotary will touch the lives of students several times throughout their educational career. Rotary will also positively impact the community with service projects.

**How objective will be measured:** Document service projects that occur July 1 through June 30 each year.

Strategy	Person Responsible	Funding Needed	Comments
1. Visit FHS Interact Club. Sign-up to attend each meeting in an effort to inspire students to become Rotarians in the future	Various members	NC	On-going Cathy Baxter, Deb Miller and Jessica Quint work with Interact students
2. Help area youngsters learn to swim	Club	TBD	Happy Can donations earmarked for Swim Pass Project
3. Members serve as a resource for schools based on career field	Various members	NC	On-going
4. Work with school organizations including FFA and Interact in completing projects.	Various members	TBD	Help interact will International student meal and supplies project. Work with FFA members to complete projects such as Fairground stands, planting trees, etc.
5. Dictionary Project	Kurt Himmelmann	TBD	Give each 3 <sup>rd</sup> grader at Daly Elementary school a dictionary
6. District Grant Projects	Various members	TBD	Grant projects have helped various entities including public schools, Parents as Teachers, Fair Board, etc.
7. Host CMU International Students at meeting	Cathy Baxter	NC	Fall 2017
8. Tree Planting Project	Kurt Rohr	TBD	On-going

**Goal 3:** CLUB, VOCATIONAL, COMMUNITY, & INTERNATIONAL SERVICE – The Fayette Rotary Club will engage in a variety of fundraising efforts to support annual local, community, and international programs and projects.

**Objective:** Utilize a variety of public relations methods to promote the Club and its activities.

**How objective will be measured:** Document the club's events and advertising on the website.

<b>Strategy</b>	<b>Person Responsible</b>	<b>Funding Needed</b>	<b>Comments</b>
1. Trivia Night	Various Members	TBD	On-going
2. Golf Tournament	Various Members	TBD	Scheduled for Spring 2019
3. Corn Hole Tournament	Various members in partnership with other clubs	TBD	First Tourney in Fall 2018 – Proceeds to Polio Plus
4. Pedaling for Polio	Various members	NC	Members participate in event sponsored by neighboring club.
5. Annual City Wide Garage Sale	Various members	NC	Event dropped in summer 2018 due to lack of interest/profits for 2017 sale
6. Happy Can Donations	Membership	NC	Weekly donations to specific projects
7. Added Points Project	Membership	NC	Developed a matching points program to encourage members to donate to RI Foundation
8. Chicken Bingo & Membership Wheel	Membership	NC	Used to promote Polio-Plus donations

**Goal 4:** COMMUNITY SERVICE – The Fayette Rotary Club will increase its presence within the community.

**Objective:** Utilize a variety of public relations methods to promote the Club and its activities.

**How objective will be measured:** Document the club's events and advertising on the website.

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|---|------------------------|-----|-------------------|
| 1. Host Citizen of the Year Award in conjunction with other organizations                                     | TBD                    | TBD | In planning stage |
| 2. Utilize the local newspapers & radio station to advertise events   | TBD                    | TBD | On-going          |
| 3. Utilize the local newspaper for more in-depth Rotary coverage  | Jim Steele, Pat Roll   | TBD | On-going          |
| 4. Utilize Social Media including the Fayette Rotary Facebook page to increase awareness of Rotary Activities | Linda and Roger Lembke | NC  | On-going          |