

MAJOR GOAL	INCREASE OUR IMPACT	
Objective	Add 5 members each year.	Lead / Timeline
Action	Structure and Focus Our Recruiting Process	
Action steps	Outreach Program - Maintain and expand targeted outreach, each target area chaired by member involved in	Membership Chair / Annually
	Every Member - Find ways to involve every member in membership recruiting and nourishing Imagecess.	Membership Chair / Immediately
	<u>Community Leader Outreach</u> - Invite community leaders to speak, join and/or partner. Strive for at least 1 community leader speaker per quarter.	PE / Develop a list 2021
Objective	Have Three or More Fundraisers Each Year Raising at Least \$15,000 Total	Lead / Timeline
Action	Choose and Execute High Visibility projects	
Action steps	<u>Partnering</u> - Partner with / Focus on Other Charitable Organizations, e.g. Orlando Health, Edgewood Ranch, TOW	President / PE propose teaming projects 1st Qtr each
	<u>Signature Events</u> : Lobster and Topgolf - Perform each year.	Event Chairs / each year
	<u>Guidance for Events</u> - Develop generic guidance for	George Poelker / Early 2021
Objective	Improve our Image, Presence and Visibility within the Community	Lead / Timeline
Action	Complete at Least 3 of the Following Action Steps	
Action steps	<u>TOW Civic Leadership</u> - Encourage active RCOW member participation in Town Council and volunteer committees, meetings, issues, roles.	Public Image Chair report on various TOW issues / Quarterly
	<u>Local Business Support</u> - find ways to visibly support local businesses - Dixie Cream, Tim's, Coffee, Ice Cream shop,	President or delegate / 2022
	<u>WO Chamber of Commerce</u> - rejoin and participate in meetings.	President or delegate / 2022
	<u>Permanent Rotary Signs</u> - Imagepare and distribute for busines & windows (like sponsor and supporter).	Image Chair / After first of year
	<u>Rotary History Library</u> - Establish location for documents in Town building or library.	Norma Sutton / 2023
	<u>Windermere Gazette</u> - Rotary article in each quarterly	Image Chair / Quarterly
	<u>TOW Resolution</u> - Request recognition from Town by reading Resolution	President or delegate / As appropriate
	<u>Presence and Visibility</u> - All available members out on street for something special.	All Members / Twice each year e.g. Memorial Day and
	<u>Host recognition events / dinner for TOW staff (Police dept / staff)</u>	Social Chair / Celebrate Town Staff in 2023, Police in 2025
Objective	Increase Our Corporate Sponsorship	Lead / Timeline
Action	Add 1 Every 2 Years	
Action step	<u>Candidates</u> - List candidates and form relationships	President / 2022

MAJOR GOAL	EXPAND OUR REACH	
Objective	Recruit 2 Members from Neighboring Developments	Lead / Timeline
Action	Target HOAs as Focal Point	
Action steps	<u>Keenes Point</u> - Focus on Keene's Point as model for outreach to	Image Chair / 2021
	<u>Other HOAs</u> - Define plan to expand contact with other HOA's: Isleworth; Belmere, others. Focus on one per year.	Image Chair / Target 2022 => 2025
Objective	Develop the Satellite Club	Lead / Timeline
Action	Get 8 Active Members at Health Central	
Action steps	<u>Business Plan</u> - Update plan and re-start meetings.	Project Chair / Mid 2021 or when safe
Objective	Recruit 1 Interact Parent per Year	Lead / Timeline
Action	Complete at Least 2 of the Following Action Steps	
Action steps	<u>Materials for Parents</u> - Prepare club information for Interact parents.	Youth Services Chair / Fall 2021
	<u>Parents' Contact Info</u> - Obtain email addresses to include in Roundabout and event distribution.	Youth Services Chair / 2021
	<u>Parents Participation</u> - Ask parents to volunteer in fundraising	Event Chairs / 2022
	<u>Interact Recognition Night</u> - Host an Interact recognition night, include parents.	Youth Services Chair / 2022
Objective	Recruit 2 New Windermere Area Residents	Lead / Timeline
Action	Use Mail Campaign and Social Media	
Action steps	Access Greater Windermere Area Database	Membership Committee / Once per
	<u>Nextdoor App</u> - Invite new residents who announce on this App	Membership Committee / ongoing
Objective	Consider Getting Involved with a Rotoract Club	Lead / Timeline
Action	Find and Engage I-Drive Rotoract Club	
Steps	<u>Research</u> - Contact current Rotoract clubs for info, ideas, &	Youth Svcs Chair /
Objective	Consider Sponsoring Student Exchange	Lead / Timeline
Action	promote Awareness and be prepared to Support	
Action steps	Assess and promote Student Interest - Solicit input from Interact members in participating in a summer program	Youth Services or International Chair /
	promote Rotary Member Interest - talk it up at meetings.	Youth Services Chair / 2022 => 2025
Objective	Promote Corporate Membership	
Action	Recruit 1 Corporate Member each Year	
Action Steps	<u>Subcommittee Chair</u> - assigns responsibility	Membership Chair / 2022

MAJOR GOAL	STRENGTHEN OUR IMAGE / REPUTATION	
Objective	Increase Our Exposure to the Public	Lead / Timeline
Action	Increase our Participation in Various Media Sources	
Action steps	Social Media - Improve and maintain website, establish links to FB, Neighborhood App, TOW website, and other social media.	Image Chair / Early 2021
	<u>News Outlets</u> - Include each of our events in Observer, SW	Image Chair / Each
	Bulletin Recipient List - Make expanded list of bulletin recipients.	Board / 2021
Objective	Repeat Veterans Day – Like Experience	Lead / Timeline
Action	Participate in at Least 2 Patriotic Events per Year	
Action steps	<u>Selection and Schedule</u> - List significant patriotic days and assign event chairs: e.g. , Mem Day, Vet Day, July 4th, D-Day.	Board / July of each year
Objective	Increase Our Service (not fundraising) projects	Lead / Timeline
Action	Complete 4 or more per Year	
Action steps	<u>Potential projects</u> - Edgewood, Christian Homeless Ctr, 2nd Harvest, , Children/elderly in hospital, e.g. give items w/ Rotary logo (water bottles, blankets, pens, books, ...)	Board / Early 2021, update at least yearly
	Pavilion - Get final approval from TC, begin fund raising, announce to community, make thermometer sign for town	Committee Chair / Begin in March 2021
	<u>New Ideas</u> - Solicit members for ideas, something different each	Service Chair / 2022
Objective	Improve All Communications	Lead / Timeline
Action	Improve Our Existing Communications Media	
Action steps	Roundabout - Contribute with regular sections / special toImagescs.	Committee Chairs / Wkly 3 days before
	Image Team and Budget - Establish team and budget to upgrade and maintain website, FB pages, conduct email campaigns, etc.	Board / Early 2021
	<u>Rotary Corner</u> - Have Rotary corner in every town quarterly newsletter.	Image / Quarterly, starting ??
	<u>Rotary History Retention</u> - Check with library for status of Rotary shelves & potential to maintain. Consider using New Town Admin	Norma (Club Historian) / 2022-2023
	Email protocols - Establish set for board and membership	Frank / 2021-2022
Objective	Recognize Sponsors' Contributions	Lead / Timeline
Action	Demonstrate Our Appreciation for Our Sponsors	
Action steps	<u>Sponsor Recognition</u> - Thank sponsors in every media, at every event	President / 2021 start
	<u>Event Sponsor Recognition</u> - Make sure event chairs follow events with sponsor gratification efforts (letters, special mentions at	Event Chairs / Shortly after events

Objective	Explore Ways to promote the 4-Way Test	Lead / Timeline
Action	Identify and promote Sponsors via 4-Way Test	
Action steps	<u>4-Way Test Stickers</u> - Give sticker copy to all Interact students and all 5th graders.	Youth Services Chair / Before contests
	<u>4-Way Test Stickers</u> - Put sticker copy in all business locations in	Image Chair / 2021
	More Schools - Contact elementary school admins or Presidents, consider middle schools.	President /2021
	Support from Businesses - Solicit financial support for program.	Youth Services Committee & Frank/ 2021

MAJOR GOAL	ENHANCE PARTICIPANT ENGAGEMENT	
Objective	Increase Membership Involvement from 40% to 60%	Lead / Timeline
Action	Focus on Participation in Committees and Events	
Action steps	<u>Sign-up Sheets</u> - Use for everything, e.g., happy \$\$, classification talks, use at every meeting to get involvement.	Event, Committee or Activity Chair / 2021
	<u>Committee Participation</u> - Invite every member to become a committee member.	President Overall; Committee Chairs One-on-one / 2021
Objective	Increase Interact Involvement	Lead / Timeline
Action	Provide More Ideas and Volunteer Opportunities	
Action steps	Project-oriented strategy - Brainstorm and develop plan that Interact members can carry out throughout the year.	Youth Services Committee / 2023
	Develop a community- oriented committee to strengthen Interact/Rotaract clubs	Youth Services Committee / 2024
Objective	Increase Corporate Sponsor and Business Participation	Lead / Timeline
Action	Build Relationships with Potential Sponsors Based on Rotary's 7 Strategic Focus Areas	
Action steps	<u>Rotary Emblem</u> - Post sign with Rotary emblem and contact info in every business window in town.	Image Chair / 2022
	<u>Business Support</u> - Ask every business if we can put them on our website as supporter of Rotary in general.	Image Chair / 2022
	<u>Service Fund Donations</u> - Ask for monetary sponsorship donation (small) to service fund.	Image Chair / 2021
	Survey corporate websites for sponsorship opportunities, submit requests.	Every member / 2021
Objective	Celebrate Members' Contributions and Participation	Lead / Timeline
Action	Create a Member of the Week Minute	
Action steps	<u>Celebration</u> - Recognize one member for contribution / participation during each meeting.	PE / weekly, 2022

MAJOR GOAL	IMPROVE OUR KNOWLEDGE OF ROTARY	
Objective	Improve Knowledge of and Participation in RLI and Other District Activities	Lead / Timeline
Action	Attend District Events and Training at Least Yearly and Report to Members	
Action steps	District Assembly - Encourage all officers and directors to attend and provide key info to club.	PE / Before start of each new FY
	<u>District/RLI/Zone Speaker</u> - Ask to be guest speaker at regular meeting or club assembly.	President / At least three times a year.
	<u>District Schedule</u> - Include District events schedule in Roundabout.	Roundabout editor/ As appropriate
	<u>RLI Attendance</u> - Encourage all Board members, new and active members to attend all four sessions over a 4-yr period.	President / Once a year before conduct of RLI.
	<u>Website Familiarization</u> - Use web site presentation every	President / 2022
	<u>DACdb etc.Training</u> - Hold training session on all Rotary websites to ensure all info is timely and correct and members know how to access and use them.	Secretary/ New members. All members invited to training
Objective	Increase Involvement in and Knowledge of other Clubs	Lead / Timeline
Action	Attend Neighboring Clubs at Least Once a Year and Report to Members	
Action steps	Neighbor Club Attendance - Ask members to visit neighboring clubs. Share any insights with our club or Board, as	President / 2022
	<u>Members of Neighbor Clubs</u> - Ask to be guest speaker at our meeting or club assembly.	PE or designee / Several times a year.
	Teaming Plan - Put committee together to develop joint project or fund raiser.	President / 2023
	<u>Socials</u> - Arrange a happy Hour/Social with Dr. Phillips, Winter Garden and Ocoee Clubs.	President / ??
	<u>Business-to-Business</u> - Participate in Rotary initiatives, host meetings, encourage participation by members.	Vocational Chair / When safe
Objective	Increase Awareness and Participation in RI Fellowship Clubs	Lead / Timeline
Action	Research Fellowship Clubs and Report to Members at Least Once a Year	
Action steps	Information and Benefit - provide programs on fellowship clubs and path to participation at club meeting.	Club Service / 2022
Objective	Improve Understanding and Support of Foundation	Lead / Timeline
Action	Update Members on Foundation Programs at Least Once a Year	

Action steps	<u>Discussion</u> - Report on the Foundation's 7 "Areas of Focus" in our newsletter and/or meetings.	Foundation Chair / 2021 start
Objective	Strengthen Member Knowledge of Each Other and their Vocations	Lead / Timeline
Action	All New Members Conduct Classification Talks	
Action steps	<u>Classification Talks</u> - Help schedule talks by new and old members.	Vocational Service Chair / Start FY 2021
	<u>Survey</u> - Multiple choice questionnaire (w/o names): e.g. breakfast options, meeting time, satellite club interest, recruiting (who can you recruit?) etc.	Admin Committee / Once every three years.
	<u>Expenses Reduction</u> - Ask Town for rent reduction.	President / 2021
	<u>Member Bios</u> - Obtain data base of bios for all members as a resource for new members.	Vocational Service Chair / FY2022