



# 2024 – 2025 Goals

## Enhance Participant Engagement

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### GOAL

 <b>Service participation</b>	25
How many members will participate in club service activities during the Rotary year?	
<b>Social activities</b>	4
How many social activities will your club hold outside of regular meetings during the Rotary year?	
<b>Rotary Action Group participation</b>	1
How many club members will be members of at least one Rotary Action Group (RAG) during the Rotary year?	
 <b>Leadership development participation</b>	3
How many members will participate in leadership development programs or activities during the Rotary year?	
<b>District conference attendance</b>	3
How many members will attend your district conference?	
<b>Use of official Rotary promotional materials</b>	Y
Did your club use Rotary International's promotional, advertising and public service materials (videos, social media graphics, digital banners, etc.) available in the Brand Center, to post/share content to promote Rotary in your community throughout the Rotary year?	
<b>Rotary Fellowship participation</b>	1
How many club members will be members of a Rotary Fellowship during the Rotary year?	
<b>District training participation</b>	2
How many of your club's leaders will attend a learning event to prepare for their role?	

## Increase Our Impact

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### GOAL

<b>Annual Fund contributions</b>	\$7,500
How much money (USD) will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?	
<b>Service projects</b>	6
How many service projects will your club complete during the Rotary year?	
<b>PolioPlus Fund contributions</b>	\$1,500
How much money (USD) will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?	

## Expand Our Reach

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### GOAL

 <b>Club membership</b>	40
How many total members does your club want by the end of the Rotary year?	
<b>New member sponsorship</b>	3
How many members will sponsor a new club member during the Rotary year?	

## Increase Our Ability to Adapt

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## GOAL



### **Strategic plan**

Does your club have an up-to-date strategic plan?

Y

### **Online presence**

Does your club's branding (promotional materials, website, social media accounts) use current and correct Rotary logos and portray members as People of Action?

Y

### **Update website and social media**

During the Rotary year, how many times per month will your club's website and social media accounts be updated to reflect current activities and information of interest to the public??

12

### **Review and consider updating your club bylaws**

Do your club bylaws reflect your members and other participants' needs?

Y