**WHAT KEY CLUB GOALS HAVE BEEN EFFECTIVE IN THE PAST?**

**IDEAS ON BUILDING YOUR CLUB’S ACTION PLAN**

**What do Growing Clubs Do?**

**Increase our Impact**

* Set realistic goals and track progress
* Strengthen club leadership & governance, especially succession planning
* Assess community needs and build meaningful partnerships
* Programs focused on our community (local and/or international)
* Participate in Rotary Foundation Grants

**Expand our Reach**

* Use multiple forms of media to tell our story
* Engage the whole club in attracting new members
* Find new ways to get people involved
* Ensure our membership reflects our community

**Enhance Participant Engagement**

* Ensure a welcoming and “fun” club culture
* Provide opportunities to make connections
* Have many service opportunities
* Respond to members’ interests and priorities
* Consider the cost of participation

**Increase our Ability to Adapt**

* Use our members’ innovative ideas
* Try new approaches to meetings, service projects, fun events, etc.
* Start a Satellite or Impact Club or other alternate club experience