



# 4 key pillars for growth:

1

## Define Identity

Address our core value proposition (our why), what differentiates us, our fundraising plan, leverage technology

2

## Enhance Recruitment

Key partnerships, increase membership, add diversity, orientation (fireside), membership flexibility, leverage technology

3

## Improve Engagement

Social functions, networking opportunities, professional/ leadership development, board and committee structure, member recognition, maintain tenured support, leverage technology

4

## Streamline Delivery

Meeting structure, speakers, traditions, professional / leadership development, leverage technology

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### Mission Statement:

The Rotary Club of Lancaster provides connectivity among local leaders to engage them in service that supports our youth while building a stronger community and better world for everyone.

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# Forward Focus 2021-2022



1

## Define Identity

Address our core value proposition (our why)

What differentiates us

2

## Enhance Recruitment

Increase membership

Membership flexibility

3

## Improve Engagement

Social functions

Networking opportunities

Professional/ leadership development

4

## Streamline Delivery

Meeting structure

Speakers

Traditions

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Our fundraising plan

Leverage technology

Key partnerships

Add diversity

Orientation (fireside)

Membership flexibility

Leverage technology

Committee structure

Member recognition

Maintain tenured support

Leverage technology

Professional / leadership development

Leverage technology