



Membership Committee

2025/26 Strategic Action Plan

JULY 11, 2025

Membership Committee

Membership Committee Members

Kathy Brandt

Fred Brandt

Marion Bunch

Dave Burr, Vice President

Hoshi Daruwalla, Service Projects Chair

Mike Kenig

Membership Committee Members

Matthew Johnson, President

Alison Norris, President Nominee

Tina Philpot

Peter Sherman, Membership Chair

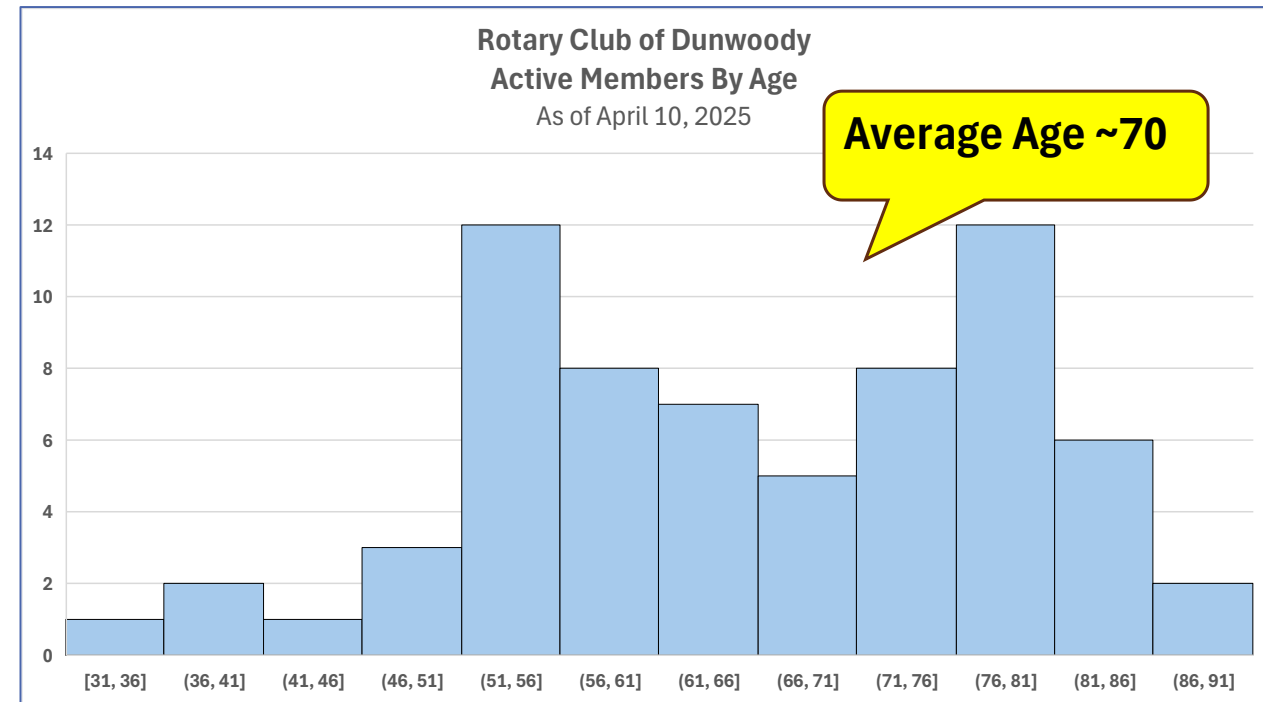
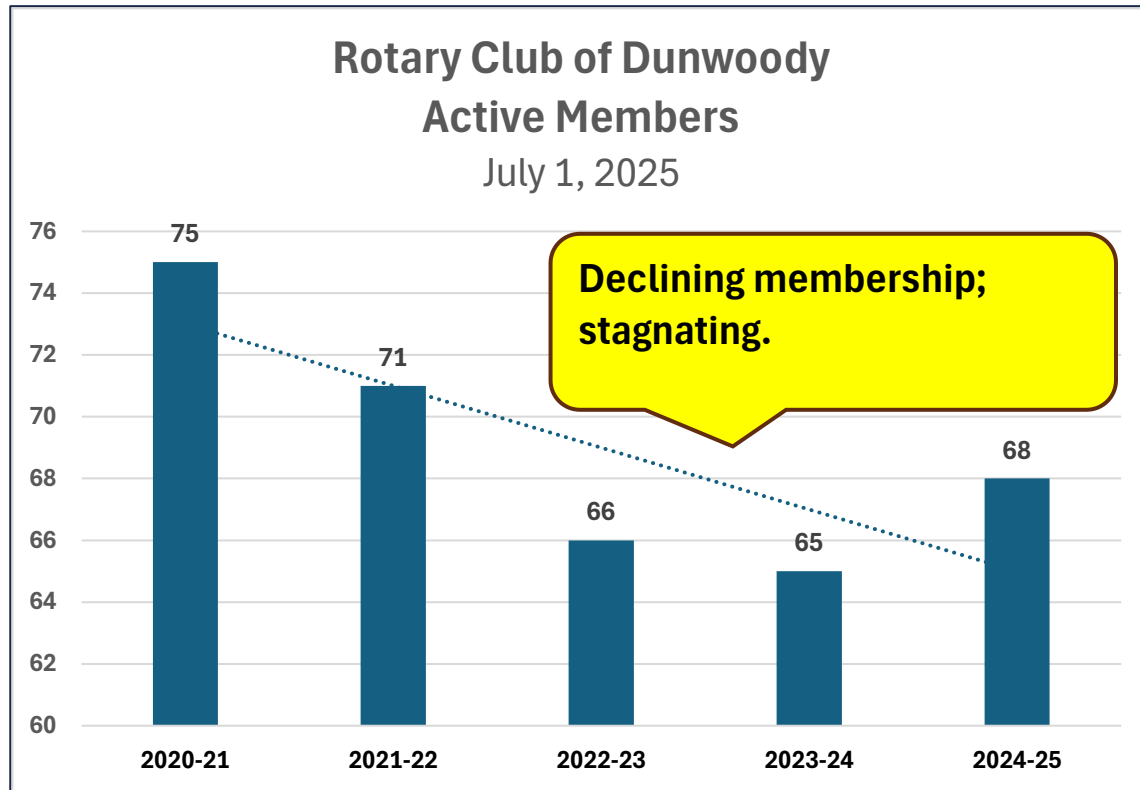
Michael Starling

Carter Stout, Treasurer

Agenda

- Where are we (2 min)
- What's working in the Club (3 min)
- Vision and how we get there (25 min)
 - *The recruiting conversation*
- Interactive Breakout Session (10 min)
- Closing Challenge (5 min)
- Q&A (15 min)

Where Are We



What's Working

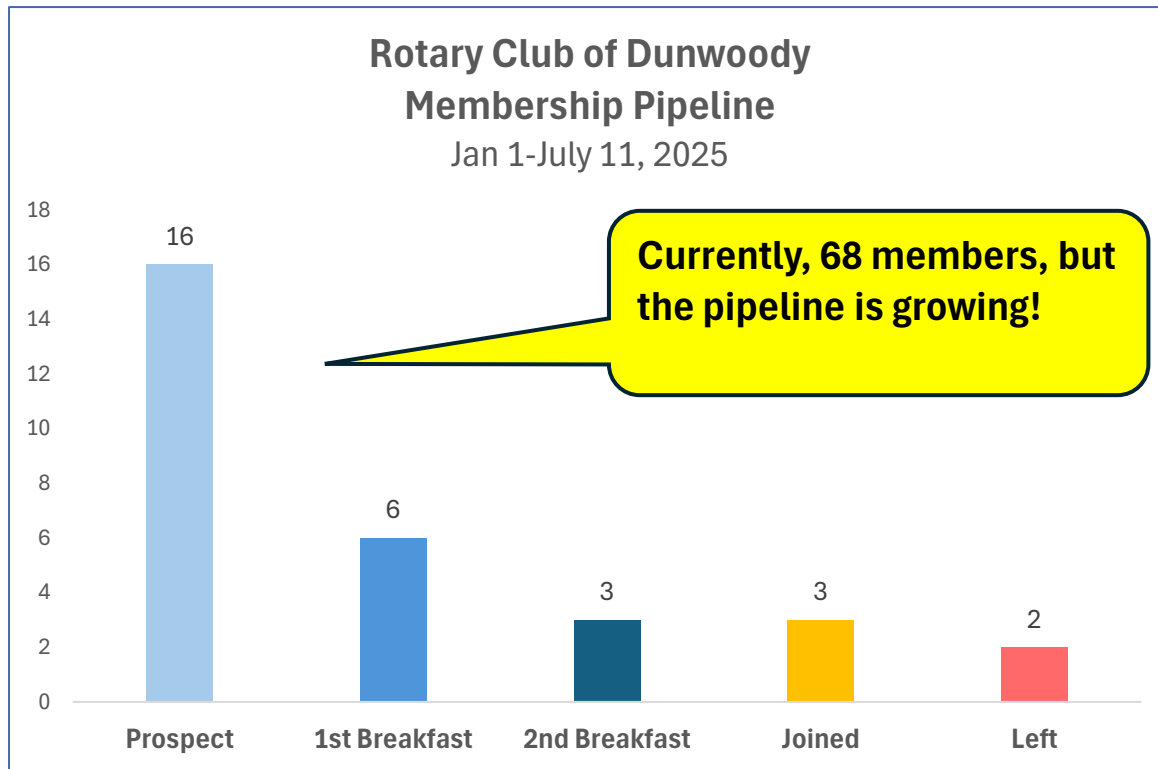


- 2025 Rotary Club of the Year (District 6900)!
- Growth of Dunwoody / Greater Perimeter!
- Outstanding Programs and speakers!
- New meeting venue – Maggiano's!
- Compelling social media presence!
- And most importantly.....

You, our members – Leaders!



The Pipeline



Identifying Prospects and 1st Breakfast are leading indicators!

Our Vision



- What future success looks like.
- Vision should be grand in scope.
- A vision is a picture of where you want to be. If you can see it, you can be it.

Our Vision

**Rotary Club of
Dunwoody**

***Join, Lead,
Transform
100 Strong***

Our Goals

BHAG

- **S** – Specific
- **M** – Measureable
- **A** – Achievable
- **R** – Relevant
- **T** – Time bound

Vision

Rotary Club of
Dunwoody:

*Join, Lead,
Transform
100 Strong*

Goals (2-3 years)

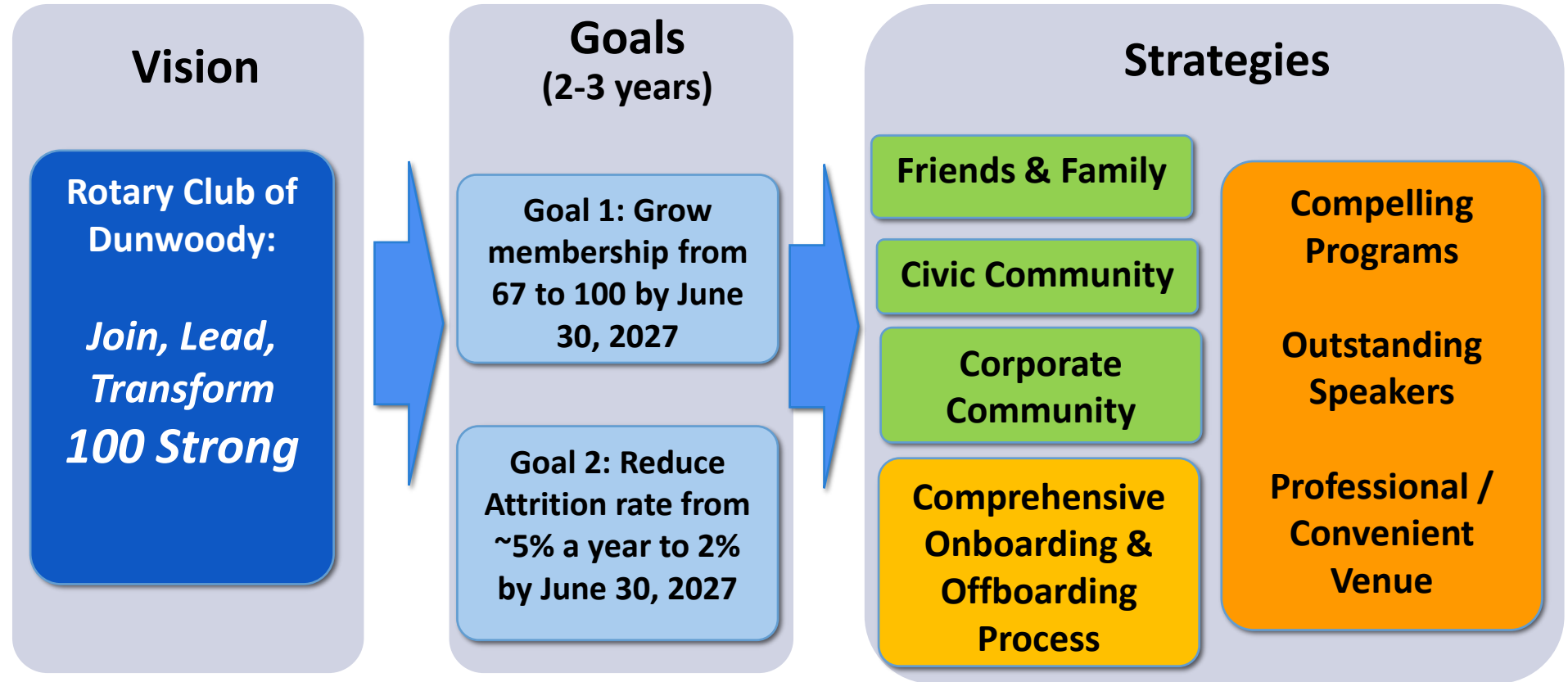
**Goal 1: Grow
membership from
67 to 100 by June
30, 2027**

**Goal 2: Reduce
Attrition rate from
~5% a year to 2%
by June 30, 2027**

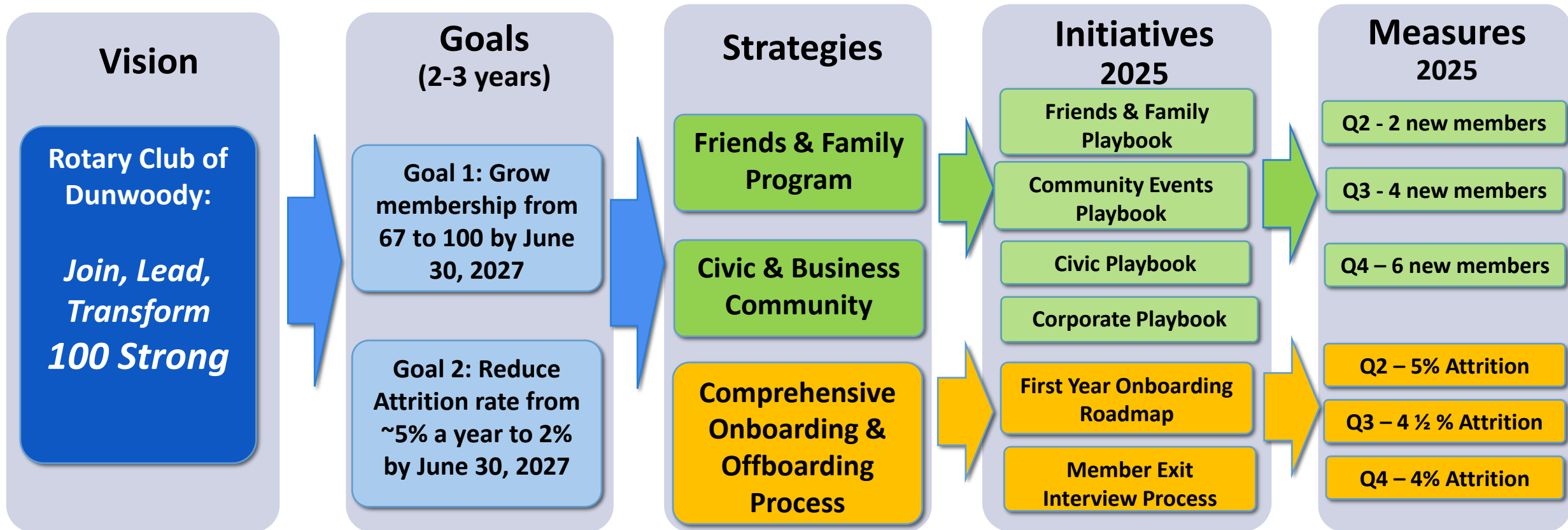
Our Strategies



➤ *How we win!*



The Initiatives and Measures



Friends & Family “Playbook”



- Leverage the power of our members to actively recruit new, qualified prospects.
- Team-based; 5-6 members per team.
- Each team commits to bringing 1-2 qualified guests per month.
- 30+ prospects per year @ 33% close rate = 10 new members a year.

Leverage our Friends and Family network!

Community Events “Playbook”



Let's get the word out!

- Sponsor local community events:
 - Lemonade Days (April 26-27)
 - Dunwoody Arts Festival (May 9-11)
 - July 4th Parade
 - Octoberfest (Sept 27)
 - Dunwoody Dash (Oct 25)
- Rotary Impact Stories (LifeVac donation, Tapestri School Supplies, Anchor Place Respite Care Support)
- PR and Local Media (new member announcements, member profiles, Club of the Year Award, “Join us for Breakfast at Maggiano’s!”).

Civic “Playbook”



- Strengthen and expand our relationships with:
 - **Public Safety:** Dunwoody Police Dept., *Fire Dept.*
 - **Schools / Education:** Dunwoody HS, Dresden & Kingsley Elem.
 - **City Government:** City of Dunwoody
 - **Business Clubs:** Greater Perimeter Chamber of Commerce (Annual Meeting, State of the City, Signature Luncheons, Satellite Rotary Clubs (i.e., *Sandy Springs, Brookhaven*))
 - **Non-Profits:** Dunwoody Nature Center, Community Assistance Center, Anchor Place Respite, Tapestri, *Spruill Center for Arts, Preservation Trust, Dunwoody Women’s Club* etc.

Strengthen and expand our civic reach!

Corporate “Playbook”



- Target top 20 corp. / foundations in Dunwoody / Sandy Springs.
- Align their causes with our causes (local and global).
- Corporate Membership, Joint Programs, Donations, Guest Speakers.
- Engage their employees through our community programs and mentoring / training initiatives.



Children'sSM
Healthcare of Atlanta



Mercedes-Benz







Engage our corporate community!





NORTHSIDE
HOSPITAL


newell
BRANDS



Corporate Playbook

#	Corporation	Their Cause	Our Cause		Executive
1	UPS Foundation	UPS Foundation supports veteran and community events	Locally: Military support, USO Southeast (Mary Lou Austin) Globally: Peace Building and Conflict Prevention		Nicole "Nikki" Clifton - President of Social Impac & UPS Foundation.
2	Mercedes-Benz USA	"Driving Your Future" an initiative aiming to advance educational programs to the next generation.	Locally: Interact (Dunwoody High School), RYE, GRSP Leadership, Books for Elementary Schools (Dresden, Kinglsey), Tapistri School Back Packs (110 back packs in 2024). Globally: Education		Dimitris Psillakis, President and CEO of MBUSA
3	Children's Healthcare of Atlanta Foundation	Exceptional pediatric care and innovation through the support of "kids today, healthier tomorrow."	Locally: Alzheimer's The Longest Day, Respite Care Partnership Globally: Maternal & Child Health, (Polio)		Janine Musholt, President of the Children's Healthcare of Atlanta Foundation
4	Northside Hospital Foundation	Community Wellness - prevention and education; supporting measurable health outcomes in Georgia	Locally: Alzheimer's The Longest Day; Respite Care Partnership; Police 1st Responders Unit; Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry Globally: Maternal and child health		Kim Anker, Director of the Northside Hospital Foundation—leads philanthropic strategy and community engagement




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5	State Farm	Education Assist® grants , reinforcing K–12, STEM, higher education, and scholarships (via National Merit, two- and four-year colleges/universities)	Locally: Interact (i.e., Dunwoody High School), RYE, GRSP, Books for Elementary Schools (Kingsley, Dresden), Tapestri School Back Packs (110 back packs in 2024). Globally: Education & Literacy, Housing, Environment	 Todd Ferguson, HR&D IT director - deep community involvement, leads initiatives in metro Atlanta, including partnerships with Girls Who Code and education outreach
6	Cox Enterprises (Foundation)	Focuses on conservation, early childhood education, health, and empowering individuals.	Locally: Dunwoody Nature Center, City of Dunwoody Sustainability Planning, Bounds Garden; Interact (i.e., Dunwoody High School), RYE, GRSP, Books for Elementary Schools (Kingsley, Dresden) Globally: Education & Literacy, Housing, Environment	 Nancy Rigby, President, Cox Foundations.
7	Cox Enterprises (Employee Volunteerism Programs)	“34 by 34” social goal. empower 34 million people to live more prosperous lives by 2034: 6 Key areas: Lifelong Education, Employment Skills, Environmental Sustainability, Community Assistance, Good Health, Technology Access	Locally: Books for Elementary Schools (Kingsley, Dresden), Tapestri Book Packs; Dunwoody Police Partnership - LifeVac; Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry Globally: Education and Literacy, Community Economic Development, Environmental Sustainability. Maternal and child health;	 Jennifer Bronner, Director - Community Impact. Jennifer manages employee volunteerism programs for ~50,000 team members across STEAM, social equity, and workforce development,




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8	Newell Brands Charitable Foundation	<p>Education - after-school mentoring, college-prep initiatives, Atlanta Public Schools’ Back-to-School Bash. Newell distributes \$9M+ school supplies, baby gear, cleaning products annually —through their Matching Gift and Local Impact Grant programs. Goal: \$50 million product donation milestone by 2025!</p> <p>Child Safety & Development</p> <p>Hunger Relief - Support for food pantries and school meal programs.</p>	<p>Locally: Books for Elementary Schools (Kingsley, Dresden), Tapistri School Book Packs (110 back packs in 2024); Dunwoody Police Partnership - LifeVac; Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry</p> <p>Globally: Education, Housing, Environment</p>	 <p>Beth Stellato — President of the Newell Brands Charitable Foundation.</p>
9	Graphic Packaging Foundation	<p>Education (i.e., <i>High School Careers in Manufacturing</i>), Environment (TICCIT - <i>Trees Into Cartons, Cartons Into Trees</i>; <i>Since 2008 have planted trees with 120,000 students in North America and South America</i>), and Hunger Relief (<i>putting food on the table for families</i>).</p>	<p>Locally: Books for Elementary Schools (Kingsley, Dresden), Tapistry Book Packs; Dunwoody Nature Center, City of Dunwoody Sustainability Planning, Bounds Garden; Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry</p> <p>Globally: Education & Literacy, Environment</p>	 <p>Elizabeth Spence, Executive Vice President of Human Resources; Appointed as President and Trustee of the Foundation effective July 1, 2022</p>


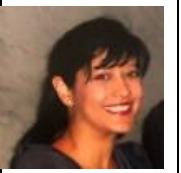

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10	Smurfit WestRock	Sustainability & Environmental Stewardship (<i>Rock the Rim - Trees Atlanta</i>); Advanced manufacturing training and workforce readiness; Community Engagement (<i>social equity</i>)	Locally: Dunwoody Nature Center, City of Dunwoody Sustainability Planning, Bounds Garden Globally: Environment, Education & Literacy		Mandy Burnette — Director, Corporate Giving & Community Affairs
11	Inspire Brands Foundation	Childhood Hunger Youth Leadership Career Readiness	Locally: Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry; Interact Club at Dunwoody High School, GRSP Leadership Program. Globally: Education & Literacy, Environment		Stuart Brown, Executive Director - Foundation
12	IHG	Local anti-human trafficking partnerships, sustainability goals (<i>bulk bathroom amenities, circular economy efforts, waste reduction</i>) and workforce development initiatives across Atlanta	Locally: “End Human Trafficking Now” Action Group, RCD has: presented statewide Rotary trainings, reaching 15,000+ Rotarians across 9 countries. Club co-hosted a Human Trafficking Symposium in 2019 with Dunwoody Police and Street Grace at the Crowne Plaza Ravinia. Dunwoody Nature Center, City of Dunwoody Sustainability Planning, Bounds Garden Globally: End Human Trafficking Action Group-15,000+ Rotarians across 9 countries. Environment,		Catherine Dolton, Vice President, Global Corporate Responsibility and Chief Sustainability Officer




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13	Veritiv	<p>Youth mentoring & education (Boys & Girls Clubs, Junior Achievement),</p> <p>Food relief & disaster response ("Delivering Goodness" program — over \$1 M in donated supplies)</p> <p>Environmental sustainability</p> <p>Skills development & scholarships (career advancement, internal education programs)</p>	<p>Locally: Interact (Dunwoody High School), Rotary Youth Exchange, Georgia Rotary Student Leadership; Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry; Dunwoody Nature Center, City of Dunwoody Sustainability Planning, Bounds Garden</p> <p>Globally: Education & Literacy, Environmental</p>	 <p>Kat Reynolds, Sr. Manager - Corporate Social Impact. Kat represents Veritiv's Corporate Volunteer Council of Atlanta.</p>
14	Deluxe Corporation Foundation	<p>Employee Resource Groups</p> <p>ERG-led grants: 8 ERGs each select nonprofits aligning with their focus areas and award \$25,000 grants annually. ERG examples include: Young Professionals, Caregivers / Wellness, Women's Leadership, Community Service, Veterans, Caregivers / Wellness</p>	<p>Locally: Youth leadership and scholarships (Dunwoody High, Interact, RYLA, Rotaract), Fund Anchor Place Respite Care - wellness programs for caregivers, Alzheimer's research, CAC, Backpack Buddies, Rise Against Hunger); USO Southeast (Mary Lou Austin),</p> <p>Globally: Mothers & Children, Environmental</p>	 <p>Kim Cross, Global HR Executive and ERG Sponsor.</p>
15	Manheim (see Cox Enterprises)	<p>Backpack Buddies</p>	<p>Locally: Backpack Buddies, Tapistri School Back Packs (110 back packs in 2024).</p>	 <p>Ronald Robbins, Retired Sr. VP Marketing at Manheim. Founder and Chairman of Backpack Buddies</p>

Corporate Playbook

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16	IBM	Workforce Education and Career Skills; Sustainability Accelerator projects (clean energy, agriculture, water); Local Causes (hunger relief).	Locally: Youth leadership (Interact/RYLEA, GRSP) and scholarships; Dunwoody Nature Center; Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry; Globally: Environmental, Local Economies	 Justina Nixon-Saintil, Vice President & Chief Impact Officer
17	The Cisco Foundation	Education (underserved students and schools), Economic Development (career training, entrepreneurship), Environment, Hunger Relief, and Volunteerism.	Locally: Youth leadership (Interact/RYLEA, GRSP) and scholarships; Dunwoody Nature Center; Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry Globally: Environmental, Local Economies	 Charu Adesnik, Executive Director, Cisco Foundation (Palo Alto, CA)
18	Omnissa (former VMware division)	"Omnissa Community" Platform - Families & Children (Partnered with Fulton County Schools to assist 15 families / 25 kids, delivering over 150 holiday gifts, with ~60 employees volunteering)	Locally: Youth leadership (Interact/RYLEA, GRSP) and scholarships; Dunwoody Nature Center; Rise Against Hunger Partnership (packed 100,000 meals in Feb 2025), Harvest Baskets at Kingsley Elementary (86 families); Community Assistance Center (CAC) Food Pantry Globally: Environmental, Local Economies	 Nataliya Fleshler, Global Sr. HR Business Partner (Atlanta)

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19a	Omnissa (former VMware division)	Employee Volunteer Engagement	Locally: Rise Against Hunger, Harvest Baskets at Kingsley and Dresden Elementary, Community Action Center Food Pantry,	 Holly Lehman, Senior Community Program Manager (Redmond, WA)
19b	Omnissa (former VMware division) - Atlanta	Atlanta Neighborhood Planning Unit (NPU) , which advocates for and informs local communities.	Locally: Rise Against Hunger, Harvest Baskets at Kingsley and Dresden Elementary, Community Action Center Food Pantry,	 Alan Babilinski, Senior Technical Program Manager (Atlanta)
20	Vyne Medical	Environmental sustainability is a key pillar: Vyne promotes paperless healthcare workflows and technology that reduces waste. In 2022, they made environmental donations—e.g., to Tree People, Openlands, and Speak for the Trees—and integrated sustainability into their product solutions	Locally: Dunwoody Nature Center, City of Dunwoody Sustainability Planning, Bounds Garden Globally: Environmental, Local Economies	 Steve Roberts, CEO

The Recruiting Conversation



- When you're prepared and armed with the right tools...
- It's easier than you think.
- It's shorter than you can imagine.
- *And It works!*

Scenario 1: Recruiting a Friend

Setting: Dave Burr, a local business owner and friend of Alison Norris (Rotary member, see each other at J. Alexander's in Dunwoody.

Scenario 2: Recruiting a Business

Setting: Peter Sherman plays the Executive Director at the Cox Foundation. He meets Marion Bunch (Rotary Member) at Cox Foundation's offices in Dunwoody.

Membership Builder Brainstorm



- **Objective:** Each table write down as many ideas on Yellow Stickies to grow the Club.
- After 5 minutes, teams present.

Closing Challenge



- **Call to Action:** Join or lead
 - Recruiting Teams (Fred, Alison, and Peter)
 - Civic / Business Movers & Shakers Team (Kathy and Michael).
- Each team invites 1-2 guests each month.
- The team with the most guests and new members receives a special prize a year from now!

Thank You!



Peter J. Sherman
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Rotary Club of Dunwoody
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