



## ROTARY CLUB OF CHINATOWN, NY

As **NYC Chinatown Rotary Club**, what is our purpose within the greater International Rotary Club, and how can we preserve and promote our values towards a greater membership?

### Scholars Facebook Group

- Gather past scholar alumni and current scholars in a single group
- Promote networking within an internal community

### Redesigning the Website

- NYC Chinatown Rotary Club Values
- Scholars page with bios
- Committee page with bios
- Update with future activities and social events  
*ex: Asian American Film Festival, Gala, Luncheons*
- Scholarship page with application directly on website

### Increase General Membership and Promoting More Younger Membership & Involvement

- Gather all past scholars and current scholars
- Have everyone on the same page of club/community values
- Attend additional events  
*ex: volunteering together, going to social events*
- Adopting a Facebook Page and LinkedIn profile for the club  
*Main purpose is to form a community and update with new events and programs for the younger audience*  
*Having posts on Facebook Page can allow scholars to share the post easily*
- Have everyone outreach by promoting NYC Chinatown Rotary Club's scholarship/events/future programs  
*Talking to high school students*  
*Reaching out to schools' newsletters or Internships & Opportunities administration*  
*Posting on social media*

### Our Current Scholarship

- Remove friction of emailing for application on website