**FFNI Strategic Plan, 2017-18**

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MEMBERSHIP

* In order to stay an active, effective organization, FFNI ***must*** increase its membership; the committee members recommend adding at least 8 additional members by 2018.
* A membership committee must be formed to design and implement an ongoing membership drive that will attract *active* and *diverse* members. (We recommend the Board appoint someone to chair this committee and begin work immediately!)
* The membership drive must involve all current members.
* Include a profile of each new member in the club’s newsletter; introduce new members at general meetings.

Suggestions for a Membership Committee to Implement:

* Encourage current members to bring guests to all meetings/events.
* Offer a prize for sponsoring a new member
* Increase membership involvement! Aim for 50% attendance at meetings and LEO’s.

* Encourage all members, especially new members, to participate in inbounds and outbounds.
* Form a “calling committee” that will be responsible for phoning members to remind them of meeting times and locations, what food to bring. Also find out if what members may need a ride.
* Implement a “buddy” program so neighbors can carpool.

INCOMING EXCHANGES

* Design exchange programs that focus on understanding/dialogue between cultures.
* Design exchange programs that are active rather than passive, and limit the activities to two per day.
* Include at least two open days in a seven-day exchange so that hosts and ambassadors can plan personal and/or family activities.
* Keep activities inclusive: invite all members to welcome dinners; ask non-hosting members to co-host dinners; encourage all members to join exchange the activities.

GENERAL MEETING PROGRAMS

* Shorten the business meeting to *essential* information; all members do receive board minutes and can read details there.
* Focus programs on increasing cultural understanding, especially of the cultures we will experience on outbounds/inbounds.
* Limit programs to 30 - 35 minutes with additional time for Q & A and socializing!
* After exchanges, present an interactive summary that involves ambassadors sharing their experiences.
* Include a “Travelers’ Tale” at each meeting.