

# DISTRICT 5610 MEMBERSHIP PLAN 2014-15

*The following is a new strategic plan customized for our District, derived from the RI North American Unified Regional Membership Plan, 2013. The plan was adopted by the Club Presidents-Elect and District 5610 Rotarians at the April 2014 Assembly. Please contact DGE Linda Peterson, or the District Membership Chair for additional information and implementation suggestions.*

## **Strategic Goals:**

- A. Member Attraction**
- B. Member Engagement**
- C. Strengthen Clubs**
- D. Build Dedicated District and Club Membership Team**
- E. Utilize and Understand Rotary Club Central and other Rotary Resources, including the New Member Sponsor Recognition Program**



## **Action Plans:**

- A. Member Attraction - Think of what we could do as Rotarians if we grew to twice the size of organization? Even 25-50% more members in each club, think of the accomplishments!**
  1. Gain one new member net per club in 2014-15 and each following year for 5 years. This goal will bring our District back to the number of members in 2003. Award clubs reporting highest recruitment at District Conference.
  2. Each club president will identify a potential new member or source of new members in their community. Look for gaps in local population base, businesses. Stop stereo-typing by age, race, gender. Adjust the classification formats if too strict. Find people NOT like you!
  3. If the older club cannot make changes to accept a younger, diverse membership, then start a new or satellite club with alternative meeting times and format.
  4. Each club will have a membership chair, who will keep records of potential new members or visitors to the club, and keep in touch regularly to encourage applying to membership.
  5. A club member will then be paired with the potential member to also keep in touch, if the new member did not have a sponsor.
  6. The club will induct in a suitable manner, honoring the new member for joining.
  7. The club will provide orientation and member duties quickly after joining, to encourage retention of new members. Encourage members to greet and mentor at every meeting.
  8. The District Membership Committee, District Extension Chair, and District Governor will work with current clubs to identify opportunities that are appropriate for development of new clubs, including: alternative meeting days and times—especially in the same town; meeting formats such as satellite, no mandatory meal and associated costs; and try a shopping mall club, Saturday morning family club, etc. Target specific demographics such as younger members, culturally diverse clubs, etc. Contact large businesses to start clubs within the company on-site. Create letters to select group of businesses, with “pre-approved for membership” text.
  9. Clubs will improve awareness of the club in their community, through traditional and new media approaches.

**B. Member Engagement - *Be a Rotary cross-pollinator, keep passing it on!***

1. Educate District leaders and club leaders on membership strategies, and assess and implement actions that can improve member satisfaction.
2. Encourage additional club member attendance at District meetings, training, and Zone training.
3. Implement a strong retention program using best practices suggested by other successful clubs. Engage new members on projects immediately. Create a new member class project each year.
4. If members have left the club, do exit interviews to find out why, compile and evaluate as a club board, to find solutions. Make the hard decisions to change club practices if necessary!
5. Make every Rotary meeting worth their time with fellowship and projects.

**C. Strengthen Clubs - *Rotary pulls you just beyond your comfort zone. Rotary trains leaders.***

1. Provide Club Visioning and Assessment strategies to develop a written multi-year structure to build and maintain attractive and inviting clubs for current and prospective members.
2. Host one large project to involve both Rotarians and non-Rotarians to appeal to young professional like a service project, networking event, or fundraiser. Invite potential members. Engage female community/business leaders, encourage younger baby-boomer retirees to join, have a Rotarian join the local Chamber young professionals group to recruit potential members.
3. Make four Rotary Promises: be loyal to the Rotary family, make interesting meetings, require involvement in projects, demonstrate the internationality of Rotary.

**D. Build Dedicated District and Club Membership Teams - *Diversity in fellowship, diversity in leadership - this is Rotary.***

1. Implement District programs on club leadership planning, retention strategies and best practices resources, strategic planning advisors.
2. Suggest that each Assistant Governor recruit a membership assistant to visit with clubs, provide resources at each local club. Make sure each club is healthy first, before trying to add members.
3. Use PETS and other training materials to educate and train club membership committees.
4. Encourage and budget registration costs for District committee chairs to attend Zone training.
5. Create a membership team of Doers, Donors, Door Openers. Show what Rotary is to new members. Messages: give back, get the big picture, it's bigger than yourself.

**E. Utilize and Understand Rotary Club Central and other Rotary Resources - *Just use it!***

1. Submit updated membership information at least monthly on Rotary Club Central so new members are receiving emails and Rotarian magazines on a timely basis.
2. Increase use of Rotary Club Central for goal setting, accountability, record-keeping, so that district-wide reports are up-to-date. Share nation-wide membership trends with our District members.
3. Provide training on Rotary Club Central at PETS for club Presidents-Elect, club Secretaries, Membership chairs. Encourage use of computers during training.
4. Share successes through district newsletter, website and facebook page. Start a counting function.
5. Encourage competitions between clubs and club members to inspire recruiting new members.
6. Use the **New Member Sponsor Recognition Program** to honor Rotary members who sponsor new members. RI is providing pin backers to recognize Rotarians with varying colors signifying number of new members recruited.

# MOVING FORWARD: REGIONAL MEMBERSHIP PLANS



## Growing Rotary's membership

Recognizing that a global "one size fits all" approach to membership is not as effective as local efforts, the RI Board allocated funds to create Regional Membership Plans. The initiative was developed to empower regions to identify and employ strategies that work best in their areas. RI directors lead 22 regional teams, collaborating with Rotary coordinators, Rotary public image coordinators, regional Rotary Foundation coordinators, and Rotarians at all levels to increase membership.

## YOU CAN HELP



### Spread the word

Invite family or friends to your next club event, sponsor a new member, or connect with Rotary alumni.



### Get involved

Contact your district governor to see how you can support your region's plan.

## OUR GOAL

Regional Membership Plans are focusing on recruitment and retention strategies to improve diversity in membership.

➔ View the *2012 Regional Membership Supplements* for more information: [www.rotary.org](http://www.rotary.org)

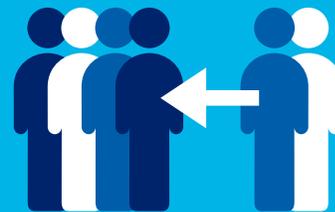
➔ View the *Regional Membership Plans*: [www.rotary.org](http://www.rotary.org)

**WHAT IF...** All Rotary clubs were vibrant and engaging?



**THEN...** Younger members would be more likely to join.

**WHAT IF...** Every club brought in 2 new members this year?



**THEN...** We could expand Rotary's impact in communities around the world.



TAKE ACTION: [www.rotary.org](http://www.rotary.org)

Member

