

Jennifer Jones Imagination Challenge

A program of education for Rotary Clubs that embraces best practice models on membership growth and public image from around Australia and the World



Concept: The sponsoring districts offer 5 places each on a program aimed at providing clubs with the skills and strategies to be relevant to their communities in the 21st century.

The project will include specific support and expertise for each of the participating clubs in accordance with their needs.

Benefits: Successful participating clubs will modernise, improve their public profile, and grow their membership.

Terms: This offer is open to clubs which are committed to modernising and improving value to members, and whose members have voted overwhelmingly to take part (75% or more in favour).

Conditions:

1. Participate in the Club Citation program for 22-23, prioritising membership growth and club modernisation.
2. Participation in a Communities of Practice club development program and other training and development programs related to the project.
3. The club will, within 3 months of commencing the project:
 - a. update data on District website for all members to enable the club to monitor improvements in age, gender balance and other key metrics
 - b. update all club online presences to reflect a modern club profile.
4. The club will maintain one or more contemporary social media platforms.
5. The club will take action to reduce the cost of Rotary to members.
6. The club will take positive steps to making the club more relevant in their community
 - a. *by identifying local community issues and targeting programs to these*

The measurable outcomes

1. Significant increase in membership
2. Significant reduction in average age
3. Significant improvement in demographic balance

The next step

Contact dg@rotary9465.org.au and confirm your club has unanimously adopted the Jennifer Jones Challenge.

Outline the steps you have or have planned to implement towards the challenge.

The District membership team will review all applications and confirm which clubs have been selected for this exciting pilot programme



DG Ric

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