

## South Sacramento Rotary Membership Plan 2023-2024

Increasing Club membership is vital to the health of our Club to ensure consistent community service in the many areas of need within our community and around the world. This Membership Plan is established to ensure that our club grows through attracting new members who will contribute both time and finances to our goal of "Service Above Self".

It is recognized that not all Club members can or will participate 100% in Club activities and it is not reasonable to think that everyone can or should take part each time an opportunity to serve becomes available. This is one reason why expanding Club membership is important.

This Plan should be reviewed, at a minimum, each year at the beginning of the incoming president's term. The Membership Plan for the 2023-2024 Rotary year is as follows:

1. Grow existing club membership from 24 members to at least 27 members.  
Date to Achieve Goal: May 1, 2024 Date Accomplished: \_\_\_\_\_
  
2. Establish a Membership Committee consisting of two club members, including the Membership Chair, and one additional Club member. Additional Club members may be added, as the President deems necessary. Date to Achieve Goal: July 30, 2023 Date Accomplished: August 1, 2024  
Membership Chairs Michael DiGrazia and Sandra Waterhouse.
  
3. Establish an Application Packet, which includes the membership application, list of attractions to become a Rotarian, significant accomplishments of the Rotary Club of South Sacramento, our service projects, and our participation in district projects and international projects.  
Date to Achieve Goal: September 15, 2024 Date Accomplished: \_\_\_\_\_
  
4. Have each Club member invite at least one person to lunch and/or a social activity during the year who may be a potential member. Encourage the entire club membership to participate in this endeavor (Each 1 bring 1). Date to Achieve Goal: May 1, 2024 Date Accomplished: \_\_\_\_\_
  
5. Have the Membership Committee create a plan for membership expansion that sets target areas, businesses, organizations, and professions as follows:
  - Target areas in Broadway, Land Park, Curtis Park, Franklin Blvd and Oak Park.
  - Targeted businesses, organizations, and professions such as Dentists, Attorneys, Insurance Agents, Travel Agents, Banks, Brewery's, etc.
  - Continue to introduce Rotary to area organizations and Cooperatives (ie: Florin Road Partnership, Broadway Partnership, etc.).Date to Achieve Goal: October 1, 2023 Date Accomplished: \_\_\_\_\_
  
6. Develop marketing measures to provide recognition of Rotary and the Club in our community and ensure that the attraction to Rotary is emphasized. Seek to have our Club recognized in community newspapers.  
Date to Achieve Goal: November 30, 2023 Date Accomplished: \_\_\_\_\_

7. Continue to volunteer with area groups for their specific "hands on" service projects to enhance the image and value of Rotary in our community service area. Coordinate membership activities with Service Projects and Fundraisers.

Date to Achieve Goal: October 21, 2024 Date Accomplished: \_\_\_\_\_

8. Continue monthly socials at offsite locations to gather existing and potential members for an event focused on fun social activities.

Date to Achieve Goal: Ongoing every month Date Accomplished: \_\_\_\_\_

9. Retain existing members by recognizing any lack of attendance at meetings and Club events. Make telephone and/or personal contact with those perceived to be losing interest in the club. Seek to reinvigorate participation in the Club by providing attractive opportunities to tap into their service interests. Date to Achieve Goal: Ongoing every week Date Accomplished: \_\_\_\_\_

10. Discuss at Rotary meetings, at least once per month, membership status, current membership numbers and potential prospects of our club. Keep the topic on the minds of our Rotarian's and stress the importance of getting everyone involved.

Date to Achieve Goal: Ongoing every month Date Accomplished: \_\_\_\_\_

11. Appoint a seasoned Rotarian as a Mentor to new Rotarian's to educate and guide the new member about the club, District, and Rotary International.

Date to Achieve Goal: Ongoing for every new Rotarian Date Accomplished: \_\_\_\_\_

12. Conduct exit interviews for any Rotarian leaving the club to possibly modify the club's policy's and actions that might be perceived as negative to our members.

Date to Achieve Goal: Ongoing for Rotarian's leaving the Club. Date Accomplished: \_\_\_\_\_

Other Actions to Follow:

Consider subsidizing annual dues for a potential member with a financial hardship. Case by Case Invite potential members to a social (i.e.: 3<sup>rd</sup> Thursday). See #8

Hold a Fireside Chat for newer members. Scheduled for September 14, 2023

Follow-up with invited guests for their feedback and to show our interest in them becoming members. Ongoing – see #3, #4, and #6

Participate in neighborhood service projects such as assisting Curtis Park Neighborhood Association and "Paint the Town" project in Oak Park. Discuss as projects are introduced to the Club.

Agreed and Accepted:  Date: 8/29/2023  
President Steve Healow – South Sacramento Rotary