

LAUNCHING!

DG MEMBERSHIP CHALLENGE



TOGETHER
we grow
STRONGER!



Grow Rotary Membership by
5 MEMBERS PER CLUB *by December 2026*



STRENGTHEN
RETENTION AND
ENGAGEMENT



SUPPORT
AT-RISK CLUBS



DISTRICT
FUNDING
INITIATIVE



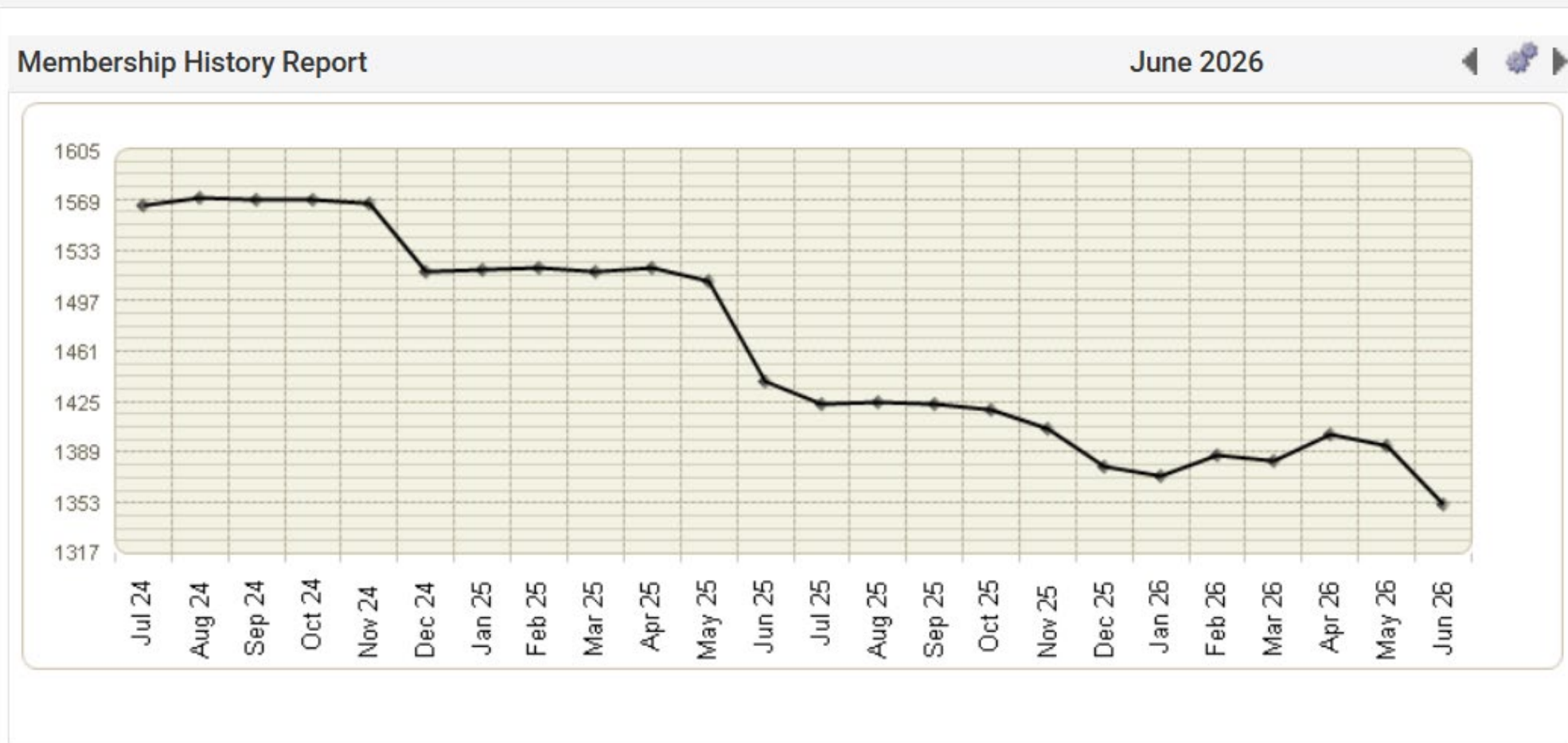
RECOGNITION
AND
MEASUREMENT

Rotary
District 9685



MORE MEMBERS. MORE IMPACT. STRONGER CLUBS. VIBRANT COMMUNITIES. *That's the Power of Rotary!*

Why the DG MEMBERSHIP CHALLENGE



DG MEMBERSHIP CHALLENGE

A District-wide Funding Initiative

- ❖ Grow Rotary Membership by 5 Members per Club by 31 Dec 2026
- ❖ Strengthen Retention and Engagement
- ❖ Support At-Risk Clubs
- ❖ Take advantage of funds available to thrive: 'grow' and 'retain' members
- ❖ Recognition and Measurement

District Funding Initiative

- Think outside the square, use every opportunity for Membership-growth and retention
- Each club can access up to \$1,000 in 2026 for membership growth activities.
- Application Form (Activity plans and funding requests) due by 31 August 2026.
- Claim Form (Report and Acquittals) due 31 December 2026 i.e. cost justification with post-activity report and receipts.
- **Allowable:** Money associated with bringing on new Members or retention of current Members e.g. Introduction packs, Sponsorship of Associate Membership, RLI Courses, Membership Flyers etc
- **Not Allowable:**
 - Items normally paid for by the club, e.g. Club Shirts e.g. "Ask me about Rotary", Banners, Club Membership Meetings etc

Share Your Successes

- Clubs tell your stories on growth and retention
- Highlight the actions that show impact on Rotary
- Five of the most successful Club stories will be developed into a Social Media/Website for both Club & District
- New members must be in ClubRunner by 31 Dec 2026

Process and Checklist

- **By 31 August 2026:**
 - Club to brainstorm initiatives
 - Fill out Application Form, and Board sign off
 - Club to submit Application Form
- **Then:** Club to act on initiatives
- **By 31 December 2026:**
 - Complete Claim Form including Stories and Board sign off
 - Club to submit Claim Form
- All processing of claims and payments will close 28 February 2027
- Club Mentors are available from **Membership Taskforce** allocated to **RCGs**.

RCG MEMBERSHIP TASKFORCE Mentors

RCG 1 – Hills - Robert Erskine OAM

Janelle Craig & Neville Hansen

e-Clubs - Mark Schipp

Haran Ramachandran

RCG 2 – Bradfield - Julie Thorp

Tania Mace & Kalma McLellan

RCG 3 - Plains & Mountains - Phil Isaacs OA

Pamela Noal & Paul Rogers

RCG 4 – Coast - Russell Grove PSM

Christine Owen & Russell Grove

RCG 5 - North Shore & Beaches - Colin Blackhall

Ruth Vumbaca & Liz McDougall

Each Club activity provides the opportunity to have **conversations** about **actioning** this challenge

1. Undertake the Community Needs Assessment to better understand the Club's community and their needs
2. Invite guest speakers from diverse cultural and professional backgrounds
3. Partner with local Council, Community e.g. Indian and Chinese diasporas, Service Groups e.g. Lions, Zonta, Soroptimists, RFS, SES, Guides and Scouts to identify collaborative opportunities
4. Provide opportunities for hands-on volunteering in community service and fundraising activities
5. At BBQs have a dedicated member at the sauce table to engage with customers
6. Meet regularly at local shopping centres wearing Club/'Ask Me About Rotary'
7. Join the Chamber of Commerce in your area
8. Talk to local companies about Corporate Volunteer Days

Each Club activity provides the opportunity to have **conversations** about **actioning** this challenge cont...

9. Join the P&C of your local schools and attend meetings to gain a better understanding of potential community needs
10. Partner with local universities, TAFEs and schools to engage younger people in volunteering and community initiatives
11. Create family-friendly events and activities that encourage younger members and families to participate
12. Action the Associate Membership category to take Friends of Rotary to Associate Members
13. Setup a Satellite Club based around existing and viable community service programs/activities
14. Tell your stories about successful and impactful Club events/activities via social media and website postings
15. Develop a strong new member mentoring and onboarding program to help new members feel welcomed, engaged and valued

Documents on the Google Drive

[Google Drive with Documents](#)



1-DG_Membership_Challenge - Full Slide Deck V7.pptx



2-DG_Membership_Challenge - Flyer V7.pdf



3-DG_Membership_Challenge - Tips for Engaging potential new Members V7...



4-DG_Membership_Challenge - Application Form - V7.docx



5-DG_Membership_Challenge - Application Form - Example V7.docx



6-DG_Membership_Challenge - Claim Form - V7.docx



7-DG_Membership_Challenge - Claim Form - Example V7.docx



8-Conducting-community-needs-assessments-en.pdf



9-Guidelines-Community-Needs-assessment-completion-guide.docx



DG_Membership_Challenge - Presentation Slide Deck to Clubs V8.pptx

DG Membership Challenge:

A District-Wide funding initiative

Application Form

Club Application for Funding:

Due 31 August 2026

Club:	RC of West Pennant Hills and Cherrybrook
Contact Name: Position: Email: Phone:	Joe Citizen President joe.citizen@gmail.com 0438123456
Outline of Initiatives to be undertaken including: • Number of new members anticipated • Retention of existing members • Costs • Timeline (Maximum request is \$1,000)	For Example: 1. Setup TIB (Teacher in a Box) Satellite Club. As part of the Club's WASH project in West Timor, TIB has been introduced into local schools. Establishing a Satellite Club will enable stronger connections to be made with partner organizations and individuals on the ground and produce more impactful project outcomes. ○ This is anticipated to bring on 4 new members and allow existing interested Club Members to be more actively engaged in the TIB Project ○ Estimated cost of \$400 for Associate Membership fees ○ Established by Nov 2026 2. All Members who have joined the Club in the last two years to be <u>subsidized to</u> attend Level 1 RLI. ○ This is anticipated to strengthen Members awareness of Rotary and enhance Membership retention ○ Estimated Costs: \$60 (2 x \$30) ○ Completed by Nov 2026 3. Encourage 2 young Friends of Rotary to convert to Associate Members and thus become more involved in the Club plus get a better look at Rotary as these people are the future of Rotary ○ It is anticipated to bring on 2 new Associate Members ○ Estimated Costs \$400 ○ Completed by Dec 2026
Total Request: \$	\$860

Signed:

Date:

DG Membership Challenge: A District-Wide funding initiative Claim Form

Club Report and Acquittal Form:

Due 31 December 2026:

Club:	RC of West Pennant Hills and Cherrybrook
Contact Name: Position: Email: Phone:	Joe Citizen President joe.citizen@gmail.com 0438123456
Outline of initiatives undertaken: • Number of new members realized. • Retention of existing members. • Acquittal of expenses for the funding amount of \$???: (Maximum request is \$1,000)	For Example: - Set up a TIB (Teacher in a Box) Satellite Club. As part of the Club's WASH project in West Timor, TIB has been introduced into local schools. The Satellite Club has enabled stronger connections to be made with partner organizations and individuals on the ground and contributed to more impactful project outcomes. - This initiative has brought on 4 new Associate members and allowed existing, interested Club Members to be more actively engaged in the TIB Project. - Cost of \$400 for Associate Membership fees. - Established Nov 2026 - All Members who have joined the Club in the last two years to be <u>subsidized to</u> attend Level 1 RLI. - This has strengthened Members' awareness of Rotary and enhanced Membership retention. - Costs: \$60 (2 x \$30) - Completed by Oct 2026 - Two young Friends of Rotary updated their membership status to Associate Members. They are engaging more regularly with Club events and have increased the number of activities they are undertaking with us - Brought on 2 new Associate Members. - Costs \$400 - Completed by Oct 2026
Total Claim: \$	\$860

Five of the most successful Club stories will be developed into a Social Media/Website for both Club & District

Tell us your Story/share your experiences

(Clubs encouraged to tell their interesting and insightful stories on the initiatives that brought in new Members and retained existing Members)

The Rotary Club of West Pennant Hills & Cherrybrook (RC of WH&C) has been working with local communities in Flores, Indonesia for the past five years. Two years ago, the Club successfully secured a US\$50,000 grant to build 70 toilets and 70 water tanks as part of a major WASH project.

During the implementation of this project, it became clear that Teacher in a Box (TIB) would provide a significant additional benefit to the education of local communities. Since then, 28 TIB units have been installed across Flores, Indonesia, with demand continuing to grow.

As is often the case with successful projects, more people have become interested in what we're doing and wanted to get involved. Interest came from NTA, our implementation partner for the WASH project, a researcher from the Gold Coast undertaking a thesis on TIBs, and a former NTA worker, all of whom are passionate about supporting education and community development in Flores, Indonesia.

The formation of a Satellite Club involving these committed individuals has enabled us to place greater focus on this highly impactful project and expand the delivery of TIB units to local communities. Importantly, it has enabled our Club to establish a Satellite Club and welcome four new Associate Members to the Club and the Rotary family.

Signed:

Date:

MEMBERSHIP TASKFORCE

Pamela Noal
District Membership Chair

DGE Haran Ramachandran
OAM

Tania Mace

Paul Rogers OAM

PDG Kalma McLellan

Ruth Vumbaca

Janelle Craig

Liz McDougall

Neville Hansen

PDG Christine Owen
Russell Grove PSM