	Goals & Tactics	Responsibility	Target Attainment Date	Key Performance Indicators
	A. Strengthen Clubs			
A.1	**Ensure all clubs have a designated Membership Committee - Chairperson (Possible 3 year Term) by the start of the new Rotary Year.** **Goals and Tactics:** • Build Dedicated District and Club Membership Teams • Emphasis the importance of the Role of the Club Membership Chairperson • Ask all Assistant Governors to encourage clubs in their areas to have a membership chairperson or someone responsible for membership • Utilize and understand Rotary Club Central and other resources • Club Assessment and Strategic Planning • Improve Awareness of Rotary Clubs in Communities by Working with District Rotary Public Relations Committee	District Membership Chairperson, Assistant Governors, Club Presidents	July 1, 2017	• 100% of Clubs have a designated District Membership Committee Chairperson • Ensure the all clubs of the District set and track membership goals in Rotary Club Central
A.2	**Develop a trained District 5580 membership committee to support clubs** **Goals and Tactics:** • Hold Quarterly webinars to update the AG's on Membership Status • Conduct membership training at the District Conference 2017 • Engage all President-Elects in a membership seminar during PETS Training 2017-2018. Invite and provide all club membership chairpersons, AGS, club presidents, District Governor, Elect and Nominee to training and promotion events through the District 5580 Monthly Membership Bulletin.	District Trainer, District Membership Committee, DG, DGE, DGN, Assistant Governors, PETS Trainers	July 1, 2017 Ongoing	• Number of membership webinars held in 2017-2018 Conduct review of PETS training and identify changes to be implemented for new year • Number of Presidents Elect attending PETS Training • Publications of the Monthly Membership Bulletin
A.3	**Assist clubs in setting and tracking membership Goals in Rotary Club Central** **Goals and Tactics:** • Incorporate the use of Rotary Club Central in District Events and Webinars • Provide Rotary Club Central Instruction for AGS and club membership chairpersons	District Trainers, Membership Chairperson, DG, DGE, DGN	Ongoing	• Use of Clubs in setting and tracking their goals in Rotary Club Central
A.4	**Support Clubs in conducting Club Assessments and developing a written multi-Year membership strategy** **Goals and Tactics:** • Use the 2016-2017 DG survey results to identify the clubs and District plans along with Rotary Club Central Data • District 5580 membership committee will continue to create a basic training model to be adapted to the district and clubs with Tool Kit of updated Publications placed on District Website Resources: *Strengthening Your Membership: Creating Your Membership Development Plan, Membership Assessment Tools.*	District Executive Committee, Membership Committee, District Trainers, District Communication Chairperson, other district personal proficient in developing Assessment tools	Ongoing	• Completing Club Assessments in a timely manner • Developed a Multi-Year review of Membership Club Status and a future multiyear Membership strategy • 35% of the clubs will have conducted a club assessment and developed written multi-*Year membership strategy.*

	Goals & Tactics	Responsibility	Target Attainment Date	Key Performance Indicators
	A. Strengthen Clubs			
A.5	**Schedule Webinars, teleconferences, etc. to discuss Membership strategies, Challenges, and how to improve membership development Goals and Tactics:** • Utilize RI webinars, other district's information, and develop webinars to guide District • Clubs on creating a club membership plan • Schedule quarterly Webinar's to discuss membership Progress and successes • Create a webinar plan of topics with District Public Image Chairperson	District Club Membership Chairs, District Membership Committee, Public Image Chairperson District Trainers, and ADG's	Ongoing	• Number of webinars developed, presented and utilized by District Rotary clubs • Coordinated efforts with District Public Image Committee
	B. MEMBERSHIP ATTRACTION-To involve the entire membership in the understanding that they are part of the membership attraction and engagement efforts.			
B.1	**Survey Clubs to determine levels of satisfaction among club members: educate DG, DGE, DGN, AGS CLUB PRESIDENTS, and CLUB CHAIRPERSONS to assess and implement action that can improve member satisfaction Goals and Tactics:** • Provide copies of the Member satisfaction survey as part of tool-kit for district clubs to see and use • Survey AG's (16) who will be helping gather survey responses and results of club satisfaction surveys Resources: *Enhancing the Club Experience; Member Satisfaction Survey*	DGs, AGs, Membership Team, Club President's, Club Membership Chairpersons	Spring 2018	• Number of clubs that participated in surveying their clubs • Percentage of those who are involved, District Leadership, Club Presidents and Club Membership Chairs • Results of club surveys to plan and implement actions to improve member satisfaction
B.2	**Encourage and support District Rotary Clubs to charter new Rotary Clubs. Goals and Tactics:** • Introduce David Smette as District Extension Chairperson so that clubs can contact him for help and information regarding extensions. • Share the list of possible communities within the District without Rotary Clubs to encourage local clubs to create a Rotary event to invite the Public with the idea of gaining interest in sponsoring a club • District will charter at least one new Rotary Club • Explore Reservations in District for possible club extensions. Resources: *New Rotary Club Quick Start Guide*	Membership Chairperson, Extension Chairperson, DG, DGE, DGN, Potential Community Contacts	May 30, 2018 Ongoing	• District 5580 will charter at least one new Rotary Club • Review the Possibility of Satellite Club and E-Club
B3	**Improve the gender diversity rate of club member Goals and Tactics:** • Improve the gender diversity rate of our members by a least 1 % . • Improve the age diversity rate of our members by increasing the number of Rotarians under the age of 40 by at least 1 % • Encourage District Rotary Clubs to host a "Young Professional" Summit in their local • Communities at least once during the year • Develop and deploy District and Club level "how" and "why" information for becoming a "Vibrant" club Resources: *Diversifying Your Club: A member Diversity Assessment and Finding New Club members: A Prospective Member Exercise*	DG, Club Presidents, Club Membership Chairs, Membership Team, Communities Young Professionals	Ongoing	• Results of goals and tactics to improve the gender diversity rate of club members by at least 1%

	Goals & Tactics	Responsibility	Target Attainment Date	Key Performance Indicators
	B. MEMBERSHIP ATTRACTION-To involve the entire membership in the understanding that they are part of the membership attraction and engagement efforts.			
B.4	**Improve the racial/ethnic diversity of our Club Members** **Goals and Tactics:** • Encourage clubs at every seminar, training event, and presentation to enter the data of Members in Rotary Club Central(AG to follow-up to encourage those clubs that have not Updated their data) • Solicit and feature best practices of clubs with higher ethnic/racial diversity in District Newsletter, Membership Monthly Bulletin, and webinars	AG's, Membership Team, DG, DGE, DGN, Club Presidents and Club Secretary's Key Performance Indicators:	Ongoing	• Improve District and Club racial and ethnic diversity of our members by at least 1%
	C. MEMBERSHIP ENGAGEMENT ATTRITION			
C.1	**Increase New Member Sponsors** **Goals and Tactics:** • Encourage District Governor to thank sponsors of new members • Provide copies of Proposing New Members resource • Have Membership Team share information for "Managing Membership leads" where Rotary clubs can view and manage membership leads, including prospective, referred, and former or current members who are rejoining or changing clubs. Resources: How to manage membership Leads (for clubs and District) http://my.rotary.org/en/document/how-manage-membership-leads-clubs http://my.rotary.org/en/document/how-manage-membership-leads- Districts Creating a Positive Experience for Prospective Members http://my.rotary.org/en/document/creating-positive-experience-prospective-members Proposing New Members	Membership Team, DG, DGE, DGN, AGs, Club Membership Chairperson, Club Presidents	Ongoing	• 10% increase in New Member sponsors • Utilization of Membership Leads resources • Maintain Positive momentum by acknowledging clubs with membership growth
C.2	**Improve Member Retention in each club** **Goals and Tactics:** • Make Retention Assessment a part of communication to Club Presidents, Club Membership Chairpersons, AGs and District • Continue educating our clubs as to strengthening their retention and become a Vibrant Club. • Improve value proposition of our clubs through education, Public Relations, the demise of Polio Resources: Improving Your Membership Retention: A Retention Assessment and Analysis	DG, Membership Team, District Public Relations Chairperson, Club Presidents and Chairpersons, Polio Plus Chairperson	Ongoing	• Improvement of membership retention rate by at least 1 %
C.3	**Publish Club Membership Progress toward Membership Goals and retention numbers in Monthly Membership Bulletin** **Goals and tactics:** • Encourage clubs to follow-up with members whom have stopped attending meetings • Encourage clubs to utilize the District 5580 Membership site	Membership Chairperson, Club Presidents, AGs, DG	Ongoing	• Continue to examine and determine how clubs and members like to get information and • Insure we are delivering in all the means necessary to reach the most • Have members of the District Membership Team take turns doing articles for the Monthly Membership Bulletin

	Goals & Tactics	Responsibility	Target Attainment Date	Key Performance Indicators
	C. MEMBERSHIP ENGAGEMENT ATTRITION			
C.4	**Identify district clubs with high attrition / low attraction rates** **Goals and Tactics:** • Club visit to struggling clubs when requested to Membership Team • Present alternative suggestions to all clubs in jeopardy • Provide struggling clubs with examples of what other struggling clubs have done to Address their challenges Resources: http://www.rotary.org/en/about-rotary/membership	Membership Team, DG, DGE, DGN	Ongoing	• Regular communication with district leadership and clubs in order to identify and assist as the opportunities arise • Webinar • District Newsletter • Membership Bulletin
C.5	**Increase "My Rotary" registration and usage** **Goals and Tactics:** • Build "My Rotary" Registration into every training, i.e. PETs Training & District Conference • Webinars and Monthly Membership Bulletin • Reward Clubs with 100% registration by the end of Rotary year Resources: How to Create My Rotary Account	Membership Team, District Training Team, PETS trainers, DG, DGE, DGN,AGS	Ongoing	• Increase in the number of members registered in "My Rotary" by encouraging clubs to have between 50% and 100% of their Club Members Registered

Utilize Kotter's 8 Accelerators to lead change and a sense of urgency!