

**MEMBERSHIP DEVELOPMENT PLAN**  
**Rotary Club of XXXXXXXXX**  
**District 5710      Updated August 2012**

This plan outlines goals, procedures, and responsibilities for membership development for the Rotary year 2012-2013.

**VISION:** The Rotary Club of XXXXXXXXX seeks to develop its membership in the ideals of Rotary, to seek new members imbued with a passion for service, and to diversify club membership for the purpose of increased service to the XXXXXXXXX and international communities.

**GOAL:** to increase net membership by X% (X members), to retain XX% of membership (lose no more than X members to any causes). This means induction of X new members during this Rotary year.

**GENERAL:** This plan addresses analysis, recruiting, freshman year, information, and retention.

**ANALYSIS:** Immediate Past President conducts an analysis of where the club is, using tools such as “Healthy Club Checklist” and “Look in the Mirror.” Immediate Past President presents findings and recommendations to Board at July meeting.

**RECRUITING:** Based upon guidance issued by the Board in July, Membership Committee develops comprehensive plan for Membership Drive to be conducted in September-October. Membership chair briefs Board for a decision at August meeting. Treasurer collects budget requests and tracks expenditures. Public Relations Chair recommends publicity campaign measures and computes budget request at August Board meeting. Membership Drive Plan includes where to find candidates and how to approach them, as well as appropriate awards. Board has pre-approved any social events identified in the campaign. Club Trainer designs information session (not to exceed one hour) for potential candidates. Vice President plans induction ceremonies. Secretary briefs club membership on application process and obtains any publications or recruiting aids identified by Membership Chair. PR Chair is responsible for photographing inductions for potential “news release.” Webmaster posts information on inductions on club website. President-Elect coordinates efforts of Vice President, Secretary, Treasurer, Trainer, and Membership, and PR committees.

**FRESHMAN YEAR:** Immediate Past President designs a Freshman Year Plan to integrate new members in to the club. Immediate Past President presents plan and proposed budget to Board for approval at September meeting. Plan might consider off-line social events, sponsorship, special information activities, and rapid assignment of new members to appropriate committees. Desires and expectations of new members are key and should be considered in committee assignments. Once approved by the Board, Immediate Past President has authority to execute the one-year plan. Public Relations Committee publicizes activities in appropriate media. Immediate Past President presents an interim assessment of Freshman Year activities to the Board at the December meeting.

**INFORMATION:** Club Trainer designs annual information plan to Board for approval at August meeting. Plan includes topics, presenters, and recommended dates. Trainer coordinates with Program Chair for dates. Plan should build on previous year's activities and bring in new topics. Trainer coordinates with Foundation Chair to integrate TRF topics and programs. Special emphasis is to be placed on Polio Plus and Child Mortality issues. Consider bringing in speakers from District Leadership Team. PR Chair advertises programs appropriately. Plan should propose an information program or Club Assembly activity every 6-8 weeks.

**RETENTION:** Vice President is responsible for analyzing retention issues, and briefing the Board quarterly on the health of the club. Vice President will ensure that departing members are surveyed/interviewed by appropriate persons to discern reasons for departure. Vice President is encouraged to seek the assistance of past-presidents in designing recommendations to the Board to improve Retention.

**FEEDBACK TO CLUB:** President is responsible for a "State of the Club" address in January which will include a progress report on Membership Development.

**FEEDBACK TO DISTRICT:** Membership Chair reports membership numbers to District Membership Chair every two months.

**FOUNDATION/MEMBERSHIP SEMINAR:** Membership Committee Chair and as many members of the Membership Committee as possible attend this seminar in August.

**RI/DISTRICT AWARDS:** Club President is responsible for applying for any appropriate Membership Development recognitions. Secretary assists by developing the actual applications. Be mindful of submission dates.

**PREPARATION FOR NEXT YEAR:** Club Membership Chair invites District Membership Chair to assist in a Membership Development Workshop in February. Focus is on analysis of this year's plan and ideas for improvement. Agenda for March 2010 Board Meeting focuses on an in-depth analysis of the execution of the Membership Development Plan. President-Elect coordinates presentations which will include an analysis and recommendations in each focus area. Recommendations will include a Vision and Goals for Rotary year 2013-2014. Board is prepared to approve Vision statement and Goals. President-Elect sends goals to District Governor-Elect through the Assistant Governor.