

**Key Attributes of the Zone 28/29 Membership Plan**

1. Member Attraction (formerly recruitment)
2. Member Engagement (formerly retention)
3. Development of new clubs
4. Strengthening Clubs - Improve Awareness of Rotary Clubs in the Community
5. Club Assessment and Strategic Planning
6. Diversity
7. Attract & Engage members < Age 40 and young retirees
8. Improve Gender Balance within Clubs & Districts
9. Improve Ethnic & Vocational Diversity in Clubs
10. Build Dedicated District & Club Membership Teams
11. Utilize & Understand Rotary Club Central & other Rotary resources

**Rotary Club Central (RCC)**

Rotary Club Central is a key tool to reach our goals. Every Rotary club should be creating goals, tracking membership and entering the data that will help clubs measure success.

The historical perspective will permit Club leaders to properly build a strategic plan and increase the opportunity for success. All members can see club goals, only club officers can edit goals. District leadership, primarily Assistant Governors (AG’s), can assist clubs in reporting goals

All Rotarians can access Rotary Club Central, log into Member Access.

Effective January 1, 2015 the Semi-annual report will become an invoice.