



# Barossa District Rotary

OUR MEMBERSHIP GROWTH PLANS

PRESENTED BY PRESIDENT JO PERKINS

# MEMBERSHIP PROJECT PLAN 2016 -2017

## STRATEGIES:

1. Strategies to be put in place to strengthen the club and encourage members to feel included and positive about the club's future. Current members will be empowered to actively seek new members to join them.

Strategies include a member survey, results of which will be shared at a dedicated planning meeting, 28<sup>th</sup> November 2016.

## CURRENT MEMBERSHIP

July 1<sup>st</sup> 2016 18 members 13 friends

## PAST MEMBERSHIP

July 1<sup>st</sup> 2015 16 members 10 friends

## CURRENT MEMBERSHIP GROWTH STRATEGIES:

While our membership has grown slightly. We have no formal strategy. Members actively approach individuals and encourage them to come and experience a Rotary meeting with a view to becoming a Rotary member.



## PILOT MEMBERSHIP PROJECT PLAN STRATEGIES .....CONTINUED

2. Hold a “Membership Night” at an appropriate venue with potential members invited by focussed personal contact.

3. A wide range of age group to be included to encourage diversity in membership which will aid in securing the longevity of the Club.

\* Our 3 new younger members have already added a vitality to the club

## TARGET GROUPS FOR NEW MEMBERSHIP

These include community members of a wide variety of ages, professions, skills and passions, looking to join a vibrant local service club with a significant positive profile in the community.

\* Actively seeking members aged between 35 and 45. Present members are predominantly aged over 65, and while they all bring a wealth of experience to Rotary, the time will come when they leave the club, putting the Club's viability in jeopardy.

## WHAT ARE WE DOING TO ENHANCE THE SUCCESS OF OUR CLUB'S MEMBERSHIP DRIVE?

We are undertaking activities to enhance current members engagement in all aspects of our Club, including meetings and local and international Rotary projects.

We trust current members will find this process empowering, and encourage them to invite new members to join them in Rotary.





## ASSISTANCE SOUGHT FROM THE DISTRICT MEMBERSHIP TEAM

Present to current members at a designated meeting information about strategies we may find helpful in attracting new members.

Of great value to us will be the sharing of membership growth strategies that have been successfully used by other Rotary clubs



## SUMMING UP

Our Club is a happy and achieving club with many particularly successful projects and fundraising activities which are actively participated in by members.

Members support a wide range of both local and international Rotary initiatives.

However, if we do not attract new members we will, like the magnificent dinosaurs fade into history sooner rather than later!