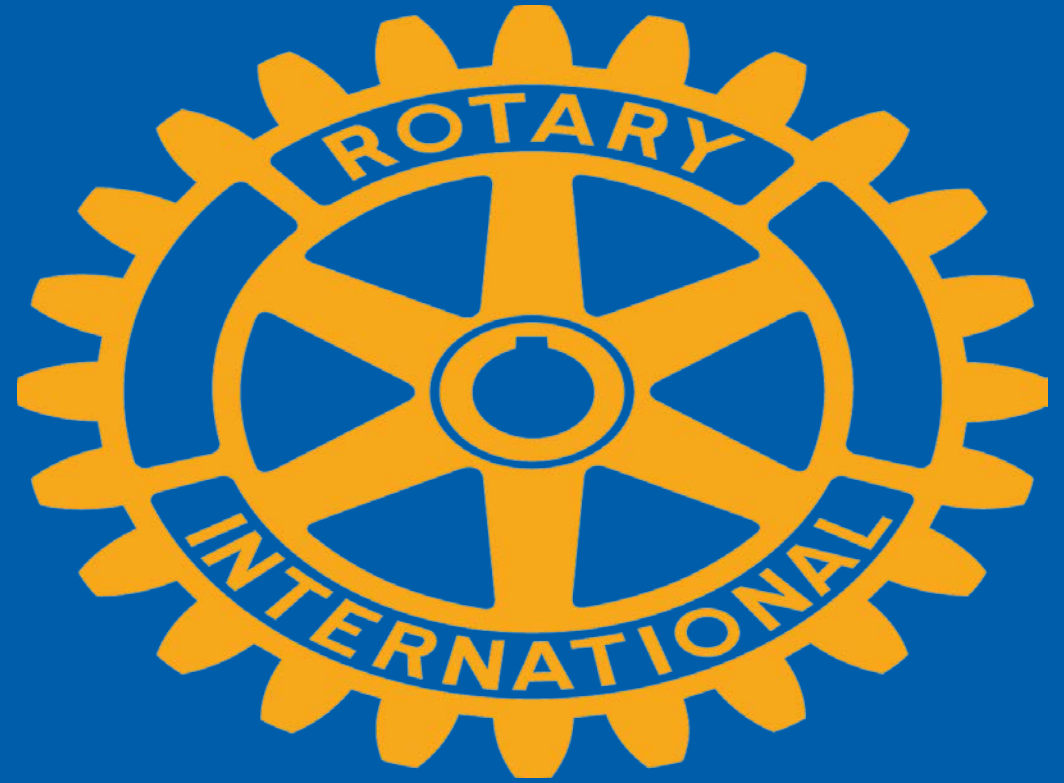


# How to Develop Your Club Membership Plan?



# Why?

WHY?



# What

What difference  
might a membership  
plan make in your  
club?



# How Do We Start?



# Some ideas?

1. Club Health Check.
2. Member Satisfaction Survey.
  - Review other online resources - My Rotary-Membership.
3. Survey - Strengthening Your Membership Club
4. Create a Membership Plan doc – available from My Rotary.
5. Assess your target for membership.
6. How will you measure success?

# Group Exercise

What do you think would be helpful to include in your Membership Plan?



# Group Exercise

Who needs to be involved to drive the development of the Membership Plan



# Take Some time

For your club:

1. What are 2 or 3 things to get this moving forward?
2. Who do you need to discuss this with?
3. What are the key you would like to ensure are included?





# Resources:

- **Club Planning Assistant** — Answer some questions about your club and get specific advice to address your club's challenges. Then build the suggested strategies into your club's membership plan.
- **My Rotary - Strengthening Your Membership - Creating a Membership Plan – (PDF)**
- **Look at Census data for your area to determine demographics, business in area and major employers.**