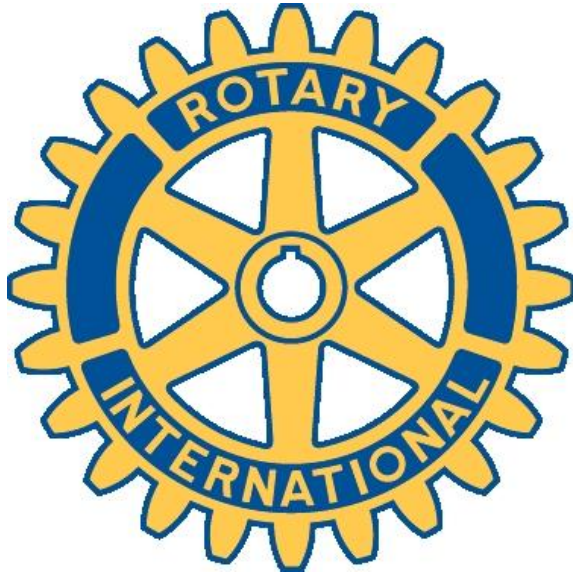


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**Rotary District 9810**  
**Marketing and Membership Strategic Plan**  
**For the Three Year Period of**  
**2009/10 – 2011/12**

**Adopted by the District Committee, 17 June 2009**

This plan will be regularly reviewed and modified as required, to ensure maximum planning arrangements most relevant to the needs of Rotary International and our District Clubs.

# 1 Membership

- 1.1 District Membership
- 1.2 Club Extension
- 1.3 Rotaract & Youth Membership & Extension

## 1.1 District Membership

**Goal/Objective** Increase District Membership by 150 to 30 June 2012 (Target 1,526). This includes increasing District Membership in 2009-2010 by a net gain of 75 members.

	Actions	Performance Target
<b>Strategy:</b>  Set up District Support Team (DST) to support ailing clubs (Club Mentoring).  [Based on the underlying premise of the need to strengthen existing clubs].	a) Identify ailing clubs in consultation with Club Executive; b) Prioritise Clubs to be offered / willing to accept assistance. c) Conduct Club Visioning & implement M&M Toolkit practices d) DST to mentor Clubs to implement plans developed from Visioning exercise e) DST To provide quarterly monitoring and feedback to M&M Committee & DG f) Each Club to progressively target new members in age bracket 10 years younger than average age of Club	3 x Clubs in 2009/10  District Membership Target 1,526 by 6/2012 from 30 June 2009 reconciled total of 1,376

## 1.2 Club Extension

**Goal/Objective** Form 3 new Rotary Clubs by June 2012

	Actions	Performance Target
<b>Strategy:</b>  Set up satellite meetings of larger clubs. [alternative meeting time / day / age group / culture]	a) Identify Clubs with the potential to support satellite meetings; b) Prioritise 3 x potentially interested Clubs; c) DST to assist Clubs to set up satellite meetings/charter new club d) Host Club to charter new club if membership is viable	1 x Club per year converts satellite meetings to charter a new Club.

## 1.3 Rotaract & Youth Membership & Extension

**Goal/Objective** Establish 1 x Rotaract Club per D9810 AG's Cluster by 30 June 2013

	Actions	Performance Target
<b>Strategy:</b>  Set up satellite meetings of current Rotaract Club.	a) Identify Clusters interested in establishing a Rotaract Club; b) Prioritise 3 x interested Clusters; c) DST to assist Rotaract club to set up satellite meetings with Cluster Clubs (6 month feasibility); d) Cluster & current Rotaract Club to charter new club if viable.	2 x Rotaract Clubs est. each year (9 x Clusters = 4.5 years)

## 2 Marketing / Public Relations / Communications

2.1 Promoting Rotary locally, across the District and Nationally

2.2 Corporate Sponsorship

### 2.1 Promoting Rotary Nationally / Locally

**Goal/Objective** Victorian Rotary Districts and Rotary Clubs collaborating on a State marketing, public relations and communication plan by 2011/2012.

	Actions	Performance Target
<p><b>Strategy:</b></p> <p>Establish support at DGN/DGE level across the Zone / Victoria for coordinated PR.</p> <p>Establish support at Club level to implement coordinated PR to promote Rotary at the local level</p>	<p>a) PDG Dick Garner / DGE /DGN to promote PR / Marketing collaboration at Zone Institute;</p> <p>b) PR Sub Committee to assist to prepare Zone / Victorian Rotary Clubs PR/Marketing Plan (Press, Radio, TV);</p> <p>c) Prepare D9810 Rotary Clubs annual PR/Marketing Plan (Press, Radio, TV)</p> <p>d) Liaise with Leader &amp; Metro Editors to establish targeted / simultaneous press release for key Rotary Club events</p> <p>e) Prepare news articles for all Clubs in the District to customise input into local newspapers.</p> <p>f) District PR team to work one on one with Club PR officer to publish stories of local Rotary projects and pitched at the personal level of putting something back into the community</p> <p>g) Monitor Rotary press coverage across the District / State</p>	<p>Saturation of print media in D9810 twice per year</p> <p>Visible Rotary presence at every Rotary function e.g. Pull Up Banners, good signage, people wearing club uniform, etc.</p>

### 2.2 Corporate Sponsorship

**Goal/Objective** Engage key strategic partners in corporate sponsorship of the District Conference and Club and District events.

	Actions	Performance Target
<p><b>Strategy:</b></p> <p>Promote Rotary value proposition to potential strategic partners (corporate sponsors).</p>	<p>a) Identify key Rotary selling proposition across the District (WIIFM) to attract Corporate Sponsorship;</p> <p>b) Identify strategic partners - target business sectors / priority business targets;</p> <p>c) Develop marketing package;</p> <p>d) Form District marketing team to liaise with key strategic partners</p> <p>e) Sustain D9810 relationship with existing and new strategic partners.</p>	<p>50% corporate sponsorship of District Conference by 6/2012</p>

### 3 Membership Training & Administration

- 3.1 M&M Tools
- 3.2 Maintenance of Membership Records
- 3.3 Maintain Youth Project Records

#### 3.1 M&M Tools

**Goal/Objective** Provide Clubs with a range of the latest tools and techniques to minimise administrative workload.

	Actions	Performance Target
<b>Strategy:</b> Promote the use of the M&M Kit. [Show how it saves work and benefits clubs]. Promote Club Visioning and the Club Leadership Plan	a) Presentation of M&M Toolkit at PETS & District Assembly. b) Schedule all clubs to complete a Club Visioning session by June 2011. c) Monitor uptake of M&M Kit and Club Visioning and compare performance of Clubs with/without use of tools.	All Club M&M chairs using the M&M Kit by 6/2010  Complete Club Visioning by June 2011 (50 Clubs)

#### 3.2 Maintenance of Membership Records

**Goal/Objective** Accurate year-end records and Semi Annual Returns.

	Actions	Performance Target
<b>Strategy:</b> Engage AGs to update membership records in conjunction with Club Membership Chairs.	a) DG presents RI member lists to Clubs and AGs by 1 May. b) AGs work one on one with Club Presidents to cleanse lists by 15 June. c) Clubs update RI database by 20 June d) AGs work one on one with Club Presidents to submit SAR by 31 July and 31 January;	All Clubs have accurate lists by 30 June and SARS lodged with RI for all Clubs by due date.

#### 3.3 Maintain Youth Project Records

**Goal/Objective** Maintain accurate and comprehensive records of participants in youth.

	Actions	Performance Target
<b>Strategy:</b> Maintain records of youth participants in Rotary projects.	a) Maintain central/Club Alumni register for all youth projects b) Use register to source participants for projects / new Rotarians	All Clubs have accurate lists by 30 June 2010