

Rotary District 6270 Membership Action Plan

1. Member Retention

- **Goal:** Increase member satisfaction and engagement to retain current members.
 - **Key Actions:**
 1. **Conduct Member Surveys:**
 - Distribute an anonymous survey to gauge satisfaction, identify concerns, and collect suggestions for improvement.
 2. **Develop Member Engagement Plans:**
 - Identify disengaged members and assign mentors or sponsors to reengage them.
 - Organize quarterly social or networking events to build stronger relationships.
 3. **Recognize Contributions:**
 - Establish a recognition program highlighting members' contributions to club projects and community impact.
 - Celebrate member milestones (Rotary anniversaries, personal achievements, etc.).
 4. **Offer Flexible Membership Options:**
 - Explore and implement new membership types (e.g., corporate, family, or virtual memberships).
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2. New Member Orientation

- **Goal:** Ensure new members feel welcomed, informed, and integrated into the club's culture.
- **Key Actions:**
 1. **Welcome Packet:**
 - Create a digital or physical packet with essential club information, Rotary history, and key contacts.
 2. **Buddy System:**
 - Pair new members with experienced members to guide them through their first year.
 3. **Orientation Sessions:**
 - Schedule regular orientation sessions covering:
 - Rotary's mission and values.
 - District 6270 initiatives and projects.
 - Opportunities for involvement at the local, district, and international levels.
 4. **Engage Early:**
 - Assign new members to a committee or project within the first 3 months of membership.

3. Ongoing Member Development

- **Goal:** Foster continuous growth and leadership development for all members.
- **Key Actions:**
 1. **Leadership Development Programs:**
 - Host workshops on leadership, public speaking, and project management.
 - Encourage participation in Rotary Leadership Institute (RLI).
 2. **Skills-Based Volunteer Opportunities:**
 - Match members with projects that align with their personal and professional skills.
 3. **Rotary Education:**
 - Incorporate brief educational moments into meetings (e.g., “Rotary Minute”).
 - Promote webinars and resources from Rotary International.
 4. **Networking Opportunities:**
 - Host events where members can connect professionally and personally.
 - Collaborate with other clubs to broaden networks.

4. Monitoring and Evaluation

- **Goal:** Track progress and adapt strategies as needed.
- **Key Actions:**
 1. **Set Measurable Goals:**
 - Define metrics for retention rates, new member engagement, and member development.
 2. **Regular Reporting:**
 - Review progress quarterly and report findings to the committee.
 3. **Solicit Feedback:**
 - Continuously seek member feedback to refine the action plan.
 4. **Celebrate Successes:**
 - Share stories of positive member experiences to inspire continued efforts.