DISTRICT 5520 MEMBERSHIP PLAN – 1 Feb 2020

GOAL: Effortless membership growth, 2312 or more Rotary members by 7/1/2021

CONTEXT: Grow Rotary: Impact, visibility, resources, reach, membership

FOCUS: Vibrant clubs, service, fun

STRATEGY: Synergy, seamless partnership, everyone’s job is a membership job

1. STRUCTURE
   (a) Ensure that each club has a membership chair and a committee of at least two additional persons.
   (b) Ensure that membership chair contact information is in Clubrunner and is accurate
   (c) Have each club enter its membership goal in Rotary Club Central before April 25
   (d) Have each club represented at the District Assembly on April 25

2. ENGAGE AND EMPOWER MEMBERS (OLD AND NEW)
   (a) Take care of members and select new ones carefully
   (b) Encourage mentorship
   (c) Ensure clubs have orientation and induction scripts that inspire and empower
   (d) Encourage use of “Healthy Club Checklist” and “Member Survey” (Learning Center tools)
   (e) Provide all clubs with access to the “Be a Vibrant Club” brochure and workshop
   (f) Encourage Rotarians to participate in the Rotary Leadership Institute
   (g) Support clubs in fostering Fellowship and Fun
   (h) Emphasize “delivering value” to members – in District newsletter, club visits, AG visits, et al

3. ENGAGE DISTRICT LEADERSHIP AND ALL DISTRICT COMMITTEES
   (a) Walk the talk – District Leadership commits to proposing new members
   (b) AGs are trained to track membership leads and to support clubs in retention and attraction
   (c) Service Project committee encourages inviting colleagues and friends to service projects
   (d) Brand committee encourages every club to have:
      a. A brand chair (with accurate contact info recorded in club runner)
      b. Social media platforms (FB, Instagram)
      c. A current and engaging website
   (e) The Rotary Foundation committee shares stories that inspire and invitations to participate
   (f) Rotaract and Interact have active District committees. participate in District events and start new clubs
   (g) Extension chair ensures that new club models are known, understood and utilized – and supports formation of new clubs
   (h) Active Alumni chair supports clubs and district in leaving no one behind
   (i) The People of Action Planning Tool is widely disseminated, discussed and used
   (j) Successes are celebrated – at PETS, District Conference, in newsletter, and in club visits

4. TRACK, RECORD AND CELEBRATE RESULTS
   (a) Clubs enter new members in club runner within 30 days of induction
   (b) New members are welcomed, mentored and experience making a difference