

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