FROM IDEAS TO ACTION!

District 5340
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Why a Club Action Plan?
INTENTIONAL LEADERSHIP

CLARITY

Low

High

INTENTIONALITY

Low

High

Wishful Leadership

Intentional Leadership

No Leadership

Vague Leadership
Process

1. Utilize meaningful data to inform action plan goals and development.

2. Survey club members to determine needs and wants.

3. Develop a plan with clear priorities, owners, timelines and measurables.

4. Monitor and Manage Regular Quarterly Priorities
STEP ONE | MEANINGFUL DATA

1. Review your club’s Attrition/Attraction Data.

2. Verify against Club Membership Profile Report from Rotary Club Central.

3. Determine Agreed Upon Average Annual Attrition Number.

TIP: Club Membership Profile report can be found in Rotary Club Central.

- My Rotary
- Rotary Club Central
- Reports
- Club Membership Profile Report
STEP TWO | SURVEY MEMBERS

1. Members need to have a voice in the process for buy-in.

2. Utilize Rotary Tools in Discovery Process
   a) Rotary Club Health Check
   b) Membership Assessment Tools
Example:
July 1 Membership = 95
Membership Goal = 100 (Net gain of 5)
Average Annual Attrition = 15
New Members Needed to Meet Goal = 20

<table>
<thead>
<tr>
<th>Current Membership</th>
<th>Membership Goal</th>
<th>Average Annual Attrition</th>
<th>New Members Needed to Meet Goal</th>
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<tbody>
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<td>Membership Goal – Current Membership + Attrition = New Members Needed to Meet Goal</td>
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**STEP THREE | DEVELOP A PLAN**

1. Utilize data to set current year membership growth goal.
2. Identify primary areas of focus.
3. Develop tactics to increase efficacy in each area.

**TIP:** there are many resources in the **Rotary Learning Center** to help form ideas.
STEP FOUR | MONITOR AND MANAGE

1. Launch action plan.
2. Assess progress monthly.
3. Adapt, refine, respond.

**TIP:** People tend to lose focus on annual goals. Break them down into quarterly priorities.
QUESTIONS
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Rotary Club of Nampa