Membership Strategic Planning

Rotary
District 5180
Welcome

District Governor
Barbara Tracy
Building a Strategy

District Membership Chair
Ray Ward
Ground Rules

• Positive Ideas and Suggestions
• Just Current or New Ideas
• No “Always Done”
• No “I”
KSIR Program
KSIR Program

•K – Knowledge
•S – Strategy
•I – Immersion
•R - Refocus
Target Market

Blackberry History

• 2009 Qtr 1 – 20.1%
  • Apple 10.9%
• 2011 Qtr 4 – 8.1%
  • Apple 23%
• Current 0.2%
  • Apple 11.8%
Club & Community

• If the Club supports the needs of the Community
• And if the Community understands the mission of the Club
• The Club will find the target membership within the Community
Knowledge

• Internal Data
  • Number of Members
  • ClubRunner Stats
• Friendship
• Projects
• Networking
• Learning
Knowledge

• External Data
  • Your Community
  • Needed Projects
• Friendly / Meeting Can’t Miss?
• Networking Opportunities
• Developmental Opportunities
• Competition
Competition

• Who are you competing with?
  • Breast Cancer – 32

• Competitor/Opportunity?
  • Chamber of Commerce
  • Relay For Life
Buying A Car
Are You Ready?

• What Opportunities Does Your Club Provide the Community?
• What Would Happen If Someone Looked Your Club Up?
• What Would Happen If Someone Showed Up?
• What Materials do You Have?
Numbers

• Membership Goal: 42
• Current Membership: 40
• Loss Membership: 6
• Increase: 8
• Prospects Needed: 24
• Opportunities Needed: 120
Passport’s Successful Planning Process

Michael Reinero
2 time Past President
BREAK!
Alternative Meeting Options to Consider

Dr. Bill Wittich
Past President
Considering Your Current Members

Ruth Burgess
Past President
Goal

• Retain current members who are “keepers”

• Integrate new & long-time members

• ROI for all members
Strategy
Ask
Implementation
Communication
Track
Communication
Assess
Creating Your Strategic Plan

District Membership Chair
Ray Ward
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Community Needs

• What are the Needs of the Community?

• What Projects help solve those Needs?

• How Are You Going to Deliver?
Target Market

• Who are going to look for?

• Where are going to find them?
How Are You Going To Reach Them

- Marketing
- Invites
- Database
- Sales Process
Timeline

• What Strategy Will You Implement?
• Leader/Team
• Process
• Goal/Outcome
• Tracking
Closing

District Governor
Barbara Tracy