

Is Your Club losing some of its
Rotary enthusiasm?



Would you like to bring back
that Rotary fire?

Well You Are In Luck!

District 5180 has created a program to help your club evaluate its situation, create a strategic plan, and implement that plan. We call this program the **“Reinvigorate Program.”**

This program will help in these areas:

- Create a club/district partnership
- Help develop strategies to increase membership
- Increase community awareness
- Increase enthusiasm within your current membership
- Develop new leaders in your club

Rotary 
District 5180

To learn more about this program,
please contact the Ray Ward, District
Membership Committee Chair at:
RotaryRay5180@gmail.com

“We are here to help!”

Reinvigorate Program

Initial Evaluation/Set-Up

1. Review Club - Internal
 - a. Strengths
 - b. Weakness
 - c. Meeting
 - i. Location
 - ii. Relationships
 - iii. Quality
 - d. Membership
 - i. Diversity
 - ii. Age
 - iii. Rotary Experience
 - iv. Marketing Materials
 - e. Leadership
 - f. Projects
 - i. Relationship
 - ii. Number
 - iii. Quality
 - iv. Local vs International
 - g. Fundraising
2. Public Image
 - a. Published Items: Brochures, Banners, et.
 - b. Electronic: Website, Social Media
3. Community projects
 - a. Need Assessment
 - b. Need Fulfillment
4. Help develop Strategic Plan and Implementation Process

On-going Process:

1. Quarterly Review
 - a. Review Strategic Plan
 - b. Evaluate Results
 - c. Refocus Objectives
 - d. Attend Quarterly Assemblies

“Reinvigorate” Program

“Reinvigorate” is a District 5180 two-year program designed to help clubs rebuild their enthusiasm and membership. Each club is unique, but its members provide the energy and commitment to service that help make positive change in our communities and in our world. To ensure the greatest impact, clubs must remain strong, viable, and filled with a substantial threshold of active, committed members.

If, as club leaders, you are interested in a dynamic collaboration with district leadership which would benefit YOUR club, then you should participate in the “Reinvigorate” program. The program will help you analyze where your club is now versus where your club would like to be. In addition, it will help your club create a big vision or dream that club members can get their arms around, embrace wholeheartedly, and implement collectively. The Future of Rotary is in Your Hands!

Your club can benefit from this new program if your club has any of these issues:

- Your club membership is 20 or less or membership is declining.
- Your club members often do not step up to serve, and/or it is hard to find new club officers and committee chairs. There is member lethargy/apathy when it comes to projects/activities.
- Your club does not have a “signature” service or fundraising project that maintains the club’s presence and image in the local community.
- Your club lacks enough varied service opportunities to keep member participation and interest high.

Our Offer:

The **“Reinvigorate”** program will be offered on a limited, commitment basis. In order to be considered, your club must commit and complete the items listed below and submit its completed package to your Assistant Governor and the District 5180 Membership Committee.

- Our club’s board, chairs, and the president-elect commit to work with the District 5180 Committee for a minimum of two (2) years;
- Our club has the following officers in place and committed for two (2) years: president, president-elect, membership chair, public image chair, community service chair, and club service chair (please provide list of those officers);
- All officers (club and foundation), board members, and committee chairs agree to work cooperatively over the next two (2) years with a team of district leaders to address all aspects of the assessment list, to develop strategies/activities, and to develop a strategic plan. Furthermore, the club is committed to implementing that plan. (Please note: The goals and strategies will be set by the club, not the district);
- Our club has completed and submitted a basic Membership Strategic Plan (please include with this document);
- Our club’s leadership is willing to schedule meetings with the District 5180 Committee and to have an open mind in developing and implementing its strategic plan;
- Our club’s leadership is willing to schedule one club assembly meeting (with District 5180 Committee members) per quarter to discuss the Reinvigorate Plan and its implementation; and
- Our club’s membership is committed to participate in the Reinvigorate Program.

If selected, we want to participate in the “Reinvigorate” program:

Our club leadership and membership would like to participate in the program. We agree to the conditions above and are including the required documents in the package we are submitting.

Rotary Club: _____ Date: _____

President: (signature)_____ Email:_____

President-Elect: (signature)_____ Email:_____