Clubs should complete a written Club Membership Plan to help define and execute a strategy to ensure success in the most important Key Performance Indicator (KPI) of a healthy, vibrant Rotary club -- consistent, moderate membership growth. Clubs that already have comprehensive written membership plans may provide those instead.

**Rotary is a Membership Organization, and Our Product is Service.** If you get Membership right, pretty much everything else takes care of itself. If you don't get membership right, everything else is a struggle.

There is a huge difference between a membership slogan or concept and a membership plan.

An effective membership plan addresses all **4 essential success factors** of club membership growth. To be successful, a club must plan and execute intentional, effective strategies for each of these areas:

1. **Prospect Identification (Lead Generation) -** A club must create and execute effective strategies for regularly prompting and inspiring members to bring a consistent stream of friends, neighbors and business associates to consider Rotary as part of their lives. This is the most common "missing link" in most club plans.
2. **Attracting Members -** Effectively presenting Rotary to qualified potential members. Many clubs experience a 50%+ success rate with potential members attending a **Rotary Information Hour**. We have a great product, and people will join if we present it well.
3. **Onboarding New Members -** The first step in long-term retention of members is an effective Rotary orientation and training program. Engaging members in the club's activities during their first year of membership is essential to retention success.
4. **Retaining Members -** It's much easier to retain a member than to find a replacement. Members stay because a club does meaningful service projects. Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other. Clubs with attrition rates over 15% should prioritize these strategies.

The 1-Page Membership Plan Template that follows is a framework for you to identify intentional strategies for success in these 4 essential areas. Built in MS-Word format, you may edit or modify as it suits your club and your plan. Sections expand as you build your plan.

**Hope is not a strategy**

**Current Membership:** \_\_\_\_\_\_\_members  **Average Annual Attrition:** \_\_\_\_\_\_\_ members

**Membership Goal --** Grow by \_\_\_\_\_ members (net), requiring \_\_\_\_ new members (growth + attrition)

**Our Membership Challenges** -- What are the membership challenges facing our club?

|  |  |  |
| --- | --- | --- |
| * High Attrition rate?
 | * Low Attraction Rate?
 | * Maintaining existing growth momentum?
 |

|  |
| --- |
| **Prospect Identification (Lead Generation)** -- What is our plan for prompting members to think of candidates AND for inspiring members to contact them?  |
| Intentional strategy(ies) we will use:  |
| Who's responsible/accountable?  |  |

|  |
| --- |
| **Attracting Members** -- How will we make our club attractive to prospects? How will we tell the Rotary story?  |
| Intentional strategy(ies) we will use:  |
| Who's responsible/accountable?  |  |

|  |
| --- |
| **Onboarding New Members** -- How will we ensure that new members understand Rotary, our club, expectations and opportunities for service?  |
| Intentional strategy(ies) we will use:  |
| Who's responsible/accountable?  |  |

|  |
| --- |
| **Retaining Members** -- How will we improve our club experience so members want to remain in Rotary? How will we make our service projects more compelling for our members?  |
| Intentional strategy(ies) we will use:  |
| Who's responsible/accountable?  |  |