

Rotary District 9910 Club Rejuvenation and Membership Plan 2018-2019

Please feel free to type directly into this document and then return by email. You can download a copy on the Club Development page of the D9910 website: goo.gl/h6YEK5

Club Name:	
Club President 2018-2019:	Name, email address and best contact phone number
Membership / Development Director 2018-2019:	Name, email address and best contact phone number

Evaluating the Club – where are you now?

Membership?

Is your membership diverse? Does it reflect the community in which you serve?

Current number of members:	
Has this number changed significantly in the last few years? If so, can you provide any further information into the background of the reasons for the membership increase or decline? Have you conducted exit interviews or surveys on any of those members who have resigned recently? Was there any useful information gleaned from this which you could provide?	
Current number members who are female:	
Current number of members aged 18-29:	If you don't have the ages of your members
Current number of members aged 30-39:	Consider asking them to provide this info
Current number of members aged 40-49:	Which can also be provided to RI
Current number of members aged 50-59:	And forms part of the requirements for
Current number of members aged 60-69:	This year's Rotary Presidential Citation
Current number of members aged 70-79:	(to have 60% or more of ages recorded)
Current number of members aged 80+	
Current number of members of minority ethnicities:	
How would you like to see the mix of ages, genders and ethnicities change over the next year?	

Club Format:

What is the format of your meetings? Do members look forward to attending? How good is the attendance rate?

What time of the day is your meeting?	
What day of the week is your meeting held?	
What is the frequency of your meetings (Weekly, Fortnightly)	
What is the format of your meetings – eg traditional	



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dinner meeting with guest speakers, or mixed meetings where project working bees are held in place of meetings on a regular basis?	
Is there a meal served with your meeting? What is the usual cost? Is it mandatory or optional? What do members think of the quality and cost of the meal?	
What is the average attendance rate of your meetings?	
Have you noticed a change in the attendance rate of your meetings over the last few years?	
What is the venue for your meetings? Has it changed recently and do you consider it a welcoming venue with good accessibility, parking?	
Do you have any concerns over the content of your meetings in terms of jokes or other comments which could be taken the wrong way by some members or visitors?	
Have you talked to potential members who have attended your meeting and then declined to join as to what they thought of the meeting, venue, meal, or format? If so, what responses did you get?	

Club Activities and Projects:

Anecdotal evidence from Clubs in District 9910 which have had success with recruiting new members would suggest that many new members join when they can participate in good quality community projects on a regular basis. Clubs which focus on large long-term projects, or on giving away money rather than hands on activities can miss out on attracting members as a result.

How do your club's projects rate?

What are your recurring regular projects either annually or multiple times throughout the year?	
What kinds of roles are available in these projects for new or potential members?	
Does your club seek out and perform hands-on community projects on a regular basis? If so, how many times per year and what kinds of projects have you done recently? If not, is this something that you might consider adding to your plans in order to create a working bee that potential members could be invited to?	
What do club members think about the mix of fundraising and money giving projects vs hands on projects?	
If you had more younger members would that make a difference to taking on hands-on projects?	

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Social Activities:

Social Activities are the glue which hold a Rotary Club together outside club meetings and projects. How frequently do you engage in Social Activities and do all club members participate?

How many club Social Activities outside Rotary meetings do you hold per year? And what kind of activities are they?	
Do you find that there are some members, in particular newer members which are reluctant to attend your Social Events? If so, have you taken any steps to identify why this is?	
Have you considered using Social Events as a mechanism to invite prospective members to meet club members in an informal setting rather than attending a meeting?	

Planning for Membership Growth in 2018-2019

Hopefully the above questions have got you thinking about whether your Club is an attractive proposition for the kind of new member that you are trying to attract, and for the current members who you are looking to retain.

If you feel that there are some changes necessary to get your Club to a position where it is attractive to new members it will be important to bring your existing membership along with you and make them feel like they have been consulted.

We would suggest using the Club Health Check (Rotary document 2540-EN) to conduct a survey of all your club's board members and potentially the Member Satisfaction Survey (Rotary document 801-EN) for all club members. Then tally the results and hold a Club Assembly / Club Forum to discuss the results and talk about what changes could be made to the club's structure or whether this is even necessary. You might decide that the current club culture is actually good and you just need to try a bit harder with some membership acquisition strategies.

If you are considering making significant changes we would recommend taking some advice from other clubs in our District which have been through this process – it can save a lot of time and angst.

If you think that these changes are too difficult to impose on your current membership, one other option that you may wish to consider is the establishment of a Satellite Rotary Club. We have a number of these in District 9910 already and they have proved popular with a younger age bracket where they are time poor and perhaps on a limited budget. The Satellite Club members are members of your club, but they decide when they will meet, what the format and style of their meeting is, and on what projects they will do. Often the projects could be done with assistance of the parent club, so the Satellite Club allows the parent club to do more hands-on projects. If you require further information on Satellite Clubs please let us know.

The following section of this Membership Plan template will ask you to set some goals in terms of membership growth, explore what changes may need to be made to the club to make the club attractive to new members as well as how you will specifically attract new members, who will be involved and what resources or assistance they'll need:

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Membership goals

Our membership goal by 30 June 2019	Please enter number here
Percentage increase over current figures	
Of your current membership, what number will be retained as members through to 30 June 2019	
Number of additional female members by 30 Jun 2019	
Number of additional members of minority ethnic background by 30 Jun 2019	
Number of additional younger members (18-40) by 30 Jun 2019	

Will you be looking to make changes to the club's format in order to make the club more attractive to new members?	Yes / No
If Yes, be specific about what changes you think are necessary: Meeting format Venue Meals Costs Frequency Style Projects Social Activities	
Have you conducted a club survey yet? If not, will you, and when?	
Have you conducted a club assembly / club forum? If not, will you, and when?	
What was the result of that discussion? Are members on side with changes you are considering?	
Are you considering investigating the option of a Satellite Club?	
Any other comments specific to changes to your club to make it more attractive to potential members?	

Membership Recruitment

Is the someone in your Club who is a 'Membership Champion' – often these will be the people who bring a lot of visitors and recruit a good proportion	
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<p>of your new members. They are enthusiastic proponents of Rotary and will talk to people they meet everywhere about Rotary. Can you please provide us with their name(s):</p>	
<p>How will you encourage other members of the club to look for opportunities for finding new members?</p>	
<p>Will you hold a specific event to bring prospective members to? If so, please provide details. How will this event be promoted? Can District provide any assistance to you in running this event?</p>	
<p>Will you use Projects as a method for membership acquisition? If so, what Projects do you have planned for the 2018-2019 Rotary Year. How will Membership Acquisition be included as an element of this/these project/s?</p>	
<p>Will you use Club Social Events as a method for membership acquisition? If so, how will you do this?</p>	
<p>Have you made use of some of the membership related resources available from RI, and the ideas listed on the Club Development page of the District 9910 website? There are a large number of good practical ideas here.</p>	
<p>Are you maintaining a database of potential members or people who have visited the club you can follow up with to see if their situation may have changed and they are ready to reconsider joining?</p>	
<p>What other people could you ask to join your club, invite to a project or a social event? Be specific – eg Principal of X Primary School who we have been supporting for a number of years.</p>	
<p>Have you considered having an alumni night where you could get previous alumni of Rotary programmes you've sponsored along to the club? If so, how will you introduce an element of membership recruitment into this event?</p>	
<p>Has your Club sent a delegate to RYLA recently. Did you talk to them about joining Rotary upon their return visit? If so, what were their thoughts?</p>	
<p>Have you got promotional material featuring up to date Rotary logos to promote your club? Eg a tri-fold brochure? These can be made online via www.rotary.org</p>	
<p>Do you have a club website? Is it up to date with information on your club's activities, venue and meeting time, contact details for anyone wanting to</p>	

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come along? We would suggest testing the contact form on the site and ensuring it is being received and replied to in a timely manner.	
Do you make use of social media eg Facebook or Instagram? Who in the club is able to do this and responsible for what is being posted? Do they need assistance?	

Resources

Does the club have a budget for the costs of recruiting new members? This could include things like costs for producing marketing materials, running events, offering a free meal to prospective members the first time they visit the club.	
Other than your membership chair and the 'Membership Champions' mentioned earlier, who else in your club will be providing assistance with membership recruitment this year?	
Will you be aiming to qualify for one or more of the Incentive Scheme payments which are being offered this year for adding new members, establishing Interact Clubs and for establishing new Satellite Clubs?	
Would you like assistance from the District in any of these areas: <ul style="list-style-type: none"> • Further information on strategies for membership acquisition • Assistance with Change Management • Assistance with Satellite Clubs • Help with goal setting, strategic plans • Help using Rotary Club Central / My Rotary • Help with using Rotary Branding and promotional material • Assistance with running or promoting an event • Someone to speak to your club about membership development • Being put in touch with another club who has had success with membership growth or retention 	

Please return this form once completed to the District Secretary - district9910@gmail.com

We will be in touch to provide assistance and feedback as required and to arrange delivery of your bottle of wine!

