

*Membership is the lifeblood of Rotary. The more members we have, especially engaged members, the more impact we can have on the world around us. Attracting new members, engaging, and retaining current members, and starting new clubs are all important in representing and serving the diverse communities we reside in. By implementing and achieving activities related to membership, your clubs will be strong, healthy, and vibrant!*

### CATEGORY 1: TEAM MAKE-UP

- ★ Have a District Membership Team made up of at least five members, with subcommittees including attraction, engagement, leads, new club development, and Rotaract, **Enhance Participant Engagement.**
- ★ Establish a Membership Team goal that helps your clubs achieve the 3-year membership goal for your district, **Increase Our Impact.**
- Include your Membership Team, resources, and engagement activities on the district website (TIP: post larger initiatives to Rotary Showcase and/or "Rotary Best Practices" or "Rotary Voices" to share with others!), **Expand Our Reach.**
- Develop a succession plan for Membership Team members to ensure continuity, **Increase Our Ability to Adapt.**
- Deliver District Membership Team presentations to clubs regarding important membership topics, **Increase Our Impact.**
- Other significant and innovative district team make-up related initiatives that are in the overall District Membership Plan.

### CATEGORY 2: TRAINING/COMMUNICATION

- ★ Complete the District Membership Committee Intermediate learning plan in the Learning Center, **Increase Our Ability to Adapt.**
- ★ Ensure the Membership Team member attends the Membership training session at the 2024 Zone Institute in San Antonio, TX, September 4-8, **Increase Our Impact.**
- Assist clubs with adding their Club Membership Chair into MyRotary.org, **Expand Our Reach.**
- Conduct one or more District Membership Training Seminars or Workshops, **Enhance Participant Engagement.**
- Provide regular progress updates so club leaders know where they stand in relation to their membership goals, **Increase Our Impact.**
- Other significant and innovative training/communication related initiatives that are in the overall District Membership Plan.

### CATEGORY 3: MEMBER ENGAGEMENT

- ★ Create a plan to retain at least eighty-five percent of existing members in your district, **Increase Our Ability to Adapt.**
- ★ Implement a Membership Olympics initiative to encourage clubs to proactively improve the retention of their members, **Expand Our Reach.**
- Identify and nurture negative growth clubs using resources available, **Increase Our Ability to Adapt.**
- Work with club leaders to motivate and inspire them to set attainable membership goals, **Increase Our Impact.**
- Work with Club Membership Chairs as they develop and implement activities that will have a direct impact on membership and struggling clubs, **Expand Our Reach.**
- Work with your Rotary and Rotaract clubs to implement assessments (surveys) of all club members to help clubs determine the needs of its members, **Enhance Participant Engagement.**
- Other significant and innovative membership engagement related initiatives that are in the overall District.



### CATEGORY 4: MEMBER ATTRACTION

1. ★ Develop a specific District Membership plan with actionable steps that align with this Membership Roadmap, **Increase Our Impact.**
2. ★ Create a plan to help your clubs increase the number of new members by at least one percent, **Expand Our Reach.**
3. ★ Create a plan to increase the net number of Rotaract members by at least three percent, **Expand Our Reach.**
4. Encourage Rotary and Rotaract club presidents to sponsor a new member into their club, or another club, **Expand Our Reach.**
5. Design and distribute to Rotary and Rotaract clubs a new member orientation program that can be implemented for all new members, **Enhance Participant Engagement.**
6. Develop and implement a strategy to act on Rotary's Leads Program, **Increase Our Ability to Adapt.**
7. Other significant and innovative member attraction related initiatives that are in the overall District Membership Plan.

### CATEGORY 5: NEW CLUB DEVELOPMENT

1. ★ Engage existing Rotary clubs to charter at least one Service Companion Club, **Expand Our Reach.**
2. Hold training sessions on innovative club formats, **Increase Our Ability to Adapt.**
3. Work with Zone Innovative Club Advocates and/or Assistant Rotary Coordinators to use the Grow Rotary Tool to identify locations that can support new clubs, **Expand Our Reach.**
4. Create a sustainable support plan for new Rotary and Rotaract clubs to help them thrive and retain members over the long term, **Enhance Participant Engagement.**
5. Showcase new innovative clubs and demonstrate how new Rotary and Rotaract clubs can make your district more vibrant, **Increase Our Impact.**
6. Include other innovative new club initiatives, or other activities that are in the overall District Membership Plan.

### CATEGORY 6: DIVERSITY, EQUITY, AND INCLUSION

1. Develop a specific plan with actionable steps to promote diversity, equity, and inclusion in our Rotary and Rotaract clubs, **Enhance Participant Engagement.**
2. Help Rotary and Rotaract clubs create service projects that appeal to women, **Increase Our Impact.**
3. Help Rotary and Rotaract clubs create service projects that appeal to people under forty years of age, **Increase Our Impact.**
4. Support Rotary's commitment to diversity, equity, and inclusion by working with other district leaders to organize and conduct events that engage a diverse cross-section of members, **Expand Our Reach.**
5. Encourage clubs to make leadership roles more accessible and to invite more members into those roles, **Increase Our Ability to Adapt.**
6. Other significant and innovative DEI related initiatives that are in the overall District membership Plan.



#### CATEGORY 7: OTHER

1. Use ideas and tips from Zone leadership for successful activities, **Increase Our Ability to Adapt.**
2. Engage Rotary Alumni living in your district in Rotary and Rotaract club activities, **Enhance Participant Engagement.**
3. Work with district's Rotary Foundation and Public Image teams to share powerful stories of Rotary service, **Expand Our Reach.**
4. Work with the Public Image team to feature activities that engage Rotary and Rotaract club members throughout the district, **Increase Our Impact.**
5. Take part in implementing a "One Summit" or Vibrant Club Workshop training with district Public Image, Polio Plus and Rotary Foundation teams to show the importance of all areas working together and the synergy that comes from those efforts, **Enhance Participant Engagement.**
6. Other significant and innovative initiatives not included in other categories that are in the overall District Membership Plan.

**BELIEVE  
THERE IS  
GOOD IN  
THE WORLD**