



Zone Institute 2024 Membership Session Curriculum

This session is designed for District Membership Chairs, District Membership Representatives, Assistant Rotary Coordinators, and Innovative Clubs Advocates to finalize District Membership Plans. The focus is on teams from geographically proximate districts to collaboratively address membership challenges and opportunities specific to each district. Participants will plan monthly activities using the Regional Membership Roadmap as a guide, following a case study format.

Workshop Structure

Day 1 (Thursday)

- Introductions and Team Formation
- Morning Session: Case Study Work
- Afternoon Session: Case Study Work

Day 2 (Friday)

- Early Morning Session: Case Study Work
- Late-Morning: Take-Aways Discussion
- Networking

Detailed Breakdown

1. Introduction and Team Formation

- Introduction of participants
- Objectives of the workshop
- Formation of teams based on districts with geographical proximity

2. Case Study Work

- Teams will work on three case studies, focusing on finalizing each district's membership plan.
- Each team will have time dedicated to a membership plan for each district.

3. Take-Aways Discussion

- A collaborative session where all participants discuss key learnings from the case studies.

4. Networking

- District Membership Chairs, District Membership Representatives, Assistant Rotary Coordinators, and Innovative Clubs Advocates.

Learning Outcomes

1. **Enhanced Understanding of Membership Challenges:** Gain insights into specific membership issues faced by different districts.
2. **Collaborative Problem-Solving Skills:** Develop the ability to work effectively in teams.
3. **Strategic Planning and Implementation:** Create detailed and actionable membership plans.
4. **Networking and Relationship Building:** Establish strong professional networks with peers from other districts.
5. **Practical Application of Theoretical Knowledge:** Apply theoretical concepts to practical scenarios.

This workshop equips participants with the tools and knowledge necessary to tackle membership challenges proactively and collaboratively, ultimately enhancing the overall effectiveness and growth of their respective districts.