

Membership & Public Image Action Plan 2021-23

~ OUR FOCUS IS ON MEMBER ACQUISITION AND RETENTION ~

Last updated 31 July 2021

Target Achieved
Work in Progress
Target Missed
On Hold

#	Date Added	Focus area	Primary action to take	What does success look like	Measurement	Date	Responsible	Additional actions required	Notes
25	31-Jul	MPI Seminar	Questions we can ask clubs to help build a content plan for the MPI seminar	Create an interactive and engaging content plan for the seminar which drives clubs to want to be involved	>58 clubs with at least one representative attending	08-Aug-21	All	• Ideas for seminar topics or speakers to be compiled	
4	20-Jun	MPI Seminar	Fiona to meet with Mark H to develop an outline of requirements and then take to next committee meeting for discussion	Rough outline for seminar developed		31-Aug-21	Fiona	• Capture notes / suggestions	**Needs to happen before 31/8
22	15-Jul	Strategy	Develop a budget plan for Public Image and Membership Committees	We have a detailed plan for expenditure across key priority areas and a simplified process for managing expenses	12 month budget plan	01-Sep-21	Fiona	• Determine district priorities and develop a grant submission for District surplus funds	
5	20-Jun	Training	Plan and facilitate a training / get to know you session for Membership chairs and AG's	Session run and 70 % attendance from those invited.	70% attendance	30-Sep-21	Fiona, Damian and Ian	• Outline what this session needs to cover. • Organise list of incoming membership chairs and AG's from David Fenton so invites can be sent	Aim to run this by late August (during membership month)
6	20-Jun	Information Sharing	Explore ways to make information easier to access (e.g. creation and use of QR codes)	District using the QR codes for sharing information and event registration, followed by clubs starting to use them	Active use of QR codes across the district	01-Nov-21	Mark F	• This could be included as a seminar demonstration • Create an information sheet to assist clubs • Explore use of QR codes for district events and establish this	** Would be great to have a QR code registration process for MPI seminar
7	20-Jun	Communication	Develop a District communication plan for membership and public image	People have the right information at the right time and people are informed of where they can find information or who can provide support		01-Nov-21	Fiona, Jeff	• Develop tiered approach which incorporates District, Committee and Club communication	
23	15-Jul	Public Image	Educate clubs about the benefits of adding the District Facebook page as a co-host so we can create events on the district page	More clubs utilising this function and having visible events across social media	Feedback from clubs and oversight of event likes and interest	01-Nov-21	Julie	• Communication piece to clubs	
8	20-Jun	MPI Seminar	Plan and run a Membership & Public Image Seminar to grow knowledge and capability.	Seminar is successfully run with a 75% club representation	>58 clubs with at least one representative attending	06-Nov-21	All	• Create survey to assess what information members want included in the seminar • Develop content and speaker plan for MPI seminar • Develop indicative budget • Develop Covid plan, risk assessment and insurance proforma • Create marketing and communication plan	Andy Rajapakse has indicated hes available to come to Adelaide Charles Campbell College has been booked for \$500
9	20-Jun	Information Sharing	Promote different club styles more widely across the district and provide details for how to get started.	Establishment of two satellite clubs for the coming Rotary year	2 x applications submitted	30-Nov-21	Fiona, David E	• Use KI Satellite club as a case study to share with clubs. • Include information about membership types in MPI seminar	
10	20-Jun	Public Image	Outline a marketing plan for clubs with ideas to improve public image.	Clubs are effectively using the tools and resources provided by the committee and / or are reaching out for support	Numbers of clubs reaching out for district support	01-Dec-21	Ian, Julie, Alyssa,	• Explore different ways to celebrate our successes loudly and proudly. • Formulate a structured plan for growing and improving Public Image with tangible actions clubs can	
11	20-Jun	Vocational	Explore ways to capture vocational skills and knowledge and create a plan for how we can leverage this to grow our capability	Development of a vocational register which enables clubs to tap into skills and knowledge of members within our district	Register is up to date and being used	01-Dec-21	Fiona, Jeff, David E	• Determine how we can gain improved knowledge of member skills and knowledge	
12	20-Jun	Induction / Welcome	Develop a club welcome pack which clubs can personalise and use themselves.	Clubs are actively using welcome packs	50% of clubs have a welcome pack by June 2022 and are using it	31-Dec-21	Mark F, Sabrina and Simon	• Incorporate use of welcome packs into training for membership chairs	
13	20-Jun	Public Image	Create a focused plan for how we can increase our public image	Our district vision is known and easy to understand.		01-Feb-22	Ian, Julie, Alyssa, Fiona	• Develop a social media guideline which outlines use of online platforms when referring to district or club • Create a Social Media content plan • Explore and develop a plan for using LinkedIn	
14	20-Jun	Public Image	Review club websites and determine which ones could be updated.	Clubs have a visible presence - Facebook and / or website which is up to date and has contact details	40% of clubs have up to date websites with current information	01-Mar-22	Lisa	• Conduct an audit of all club websites - who has them • how current and up to date are they • Share information provided by Graham Fussen with clubs to advise web assistance available to clubs	Include session on importance of websites in MPI seminar

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15	20-Jun	Membership	Create an effective Membership Lead contact plan - from first contact to follow up	Utilising Lisa's Membership Lead process - someone from District contacts the interested person to get a better feel for what they want and then assigns to club and follows the process from start to finish - either person joins or decides Rotary is not for them.	Conversion rate from EOI to joining club at 50%	01-Mar-22		<ul style="list-style-type: none"> Contact and review all membership leads for the last 12 months to understand gaps and areas for improvement Develop plan for improving conversion rate 	Needs stronger engagement and involvement with AG's. Fiona is currently contacting membership leads however followup and feedback from clubs and AG's is patchy to non-existent
16	20-Jun	Alumni	Create a plan for different entry pathways for alumni.	Having a clear understanding of what alumni want and a plan to being able to provide it		31-Mar-22	Damian	<ul style="list-style-type: none"> Determine who needs to be involved with developing and supporting this plan Explore different club models which appeal to alumni 	Note: this is not purely a Membership responsibility
17	20-Jun	Membership	Conduct an exit interview template to help us get a better understanding of why people leave.		Reduction of 50% in members leaving Rotary (other than where death is the reason)	30-Jun-22	Fiona	<ul style="list-style-type: none"> Use exit interview data to develop a retention plan 	
18	20-Jun	Public Image	Consider ideas for how we can find new projects.			30-Jun-22		<ul style="list-style-type: none"> Create a sharing forum for project ideas which encourages innovation and new ways of thinking 	
19	20-Jun	Membership	Develop a mentoring platform which supports new members and people who are new to leadership roles.	Mentoring program is established and 80% of all newcomers are assigned to a 'buddy' within their club or district depending on their needs.		30-Jun-22		<ul style="list-style-type: none"> Explore feedback from Coaching program and determine the potential gaps Speak to new comers to Rotary to get an understanding of their experience 	