

# ROTARY INTERNATIONAL

## District 7030

*South Caribbean Islands and Guianese*  
District Membership Plan 2013-2016



## District Goals set for Membership development 2013-2016

- 2 450 members
- 70 clubs
- 35 members/club
- 50 Rotaract Clubs
- 50 Interact Clubs
- 17 Earlyact Clubs
- Every Rotary Club sponsors a New Generation Club
- 95% of Retention



# Membership Development Action Plan

- In the Fiscal year 2013-2014 every Club should have a Club Membership Committee in place and fully utilized. This committee is responsible for developing and implementing an action plan for *recruiting, retaining* and *educating* club members.
- This Club membership Committee should set goals for a longer period on an average of three years.
- Ensure continuity of the process by including *the past, the current* and *the incoming membership chair* in this committee.
- Have a Club Trainer in place to educate the club members
- Produce & Update the classifications list of the club



## Membership Development Recruiting New Members

- Encourage every member in the club to spot a prospect member in the community or in their social and business environment
- Invite at least two prospect members each year to make a presentation in the club or vocational talk
- Make use of PR tools and media to tell the story of Rotary and attract new members
- Involve Rotary Alumni in community projects and get them interested in the work of Rotary
- Make use of social media like Facebook, Skype, LinkedIn, etc.



# Membership Development

## Recruiting New Members- continued

- Have a Club Website in place and update it regularly to attract new members and inform the community
- Involve every member in the work/projects of the club so they can tell and motivate others to join too
- Inviting more women and younger professionals in the Rotary



# Membership Development

## Educating & Retaining Club Members

- Start a Membership Survey within the club to determine the different interest of the members
- Start a short SWOT analysis of the clubs
- Take action on the SWOT
- Intensify fellowship by organizing out of the box meetings (not as regular / weekly meeting)
- Develop more fellowship activities
- Involve more members to take up responsibility or ownership of the projects, processes and work
- Develop an appealing weekly meeting



# Membership Development

## Educating & Retaining Club Members-continued

- Let each member present a Rotary Minute or his/her Rotary moment at the start of each weekly meeting
- Assign a Club Trainer in each club to train and update the members on Rotary's history, current development and the future.
- Organize an education day or a separate training day, with the club to discuss the Club and Rotary's issues.
- Try to have a Club vision / mission statement in place that is supported by every member
- Participate in RI, Zone & District conventions, conferences ,meetings and trainings.



## Membership Development Rotaract & Interact

- Sponsor a new Rotaract or Interact Club
- Involve members from Rotaract and Interact in community projects and fellowship fun
- Identify potential Rotaracters to become Rotarians
- Work close with Rotaract & Interact in professional development
- Conduct training sessions for Rotaract & Interact
- Invite Rotaracters to do a presentation in the Rotary Club.





# Membership Goals for 2013-2014

## THE CHALLENGE

EACH CLUB WILL:

- Induct **2 new members** this year
- Have at least one new **female** member in each club
- Have a membership committee in place
- Have a club trainer
- Invite 2 young professionals (avg. age of 35 or younger) in the club as prospect members
- Work close with a Rotaract & Interact club on a community project
- Have 95% of Retention

