



# *The* **ROTARY ACTION PLAN**



**TOGETHER**, we see a world  
where **PEOPLE** unite and take  
action to **CREATE** lasting  
**CHANGE** — across the globe,  
in our communities,  
and in ourselves.



Increase  
our impact

Expand  
our reach

Enhance  
participant  
engagement

Increase  
our ability  
to adapt

**ACTION PLAN PRIORITY 1:**

# **INCREASE OUR IMPACT**



*Take Action Now:*  
**INCREASE OUR IMPACT**

- **DEVELOP A STRATEGY FOR ENGAGING MEMBERS**
- **CONDUCT A CLUB ASSESSMENT**
- **FOCUS YOUR EFFORTS** on those that can make a real impact and engage your members.
- **CELEBRATE SUCCESSES**



**ACTION PLAN PRIORITY 2:**

# **EXPAND OUR REACH**





*Take Action Now:*

## **EXPAND OUR REACH**

- **USE DISTRICT 10 STEP MEMBERSHIP ROADMAP** to do a club assessment and learn how to make Your club more attractive to members of your community.
- **COLLABORATE** with other groups in your community through service projects or social events.
- **CONSIDER FORMING A NEW CLUB** in your community using a different club model.
- **TELL COMPELLING STORIES** about how your club is making a difference.



**ACTION PLAN PRIORITY 3:**

# **ENHANCE PARTICIPANT ENGAGEMENT**





*Take Action Now:*

## ENHANCE PARTICIPANT ENGAGEMENT

- **SURVEY YOUR MEMBERS** to learn what's important to them in their **CLUB EXPERIENCE** and how they want to grow and develop through Rotary.
- **CONSIDER EVERYONE WHO INTERACTS WITH ROTARY TO BE A PARTICIPANT** and encourage them to stay involved with Rotary in one way or another.
- **USE ROTARY'S CURRICULUM** to develop members' leadership skills.



**ACTION PLAN PRIORITY 4:**

# **INCREASE OUR ABILITY TO ADAPT**



*Take Action Now:*

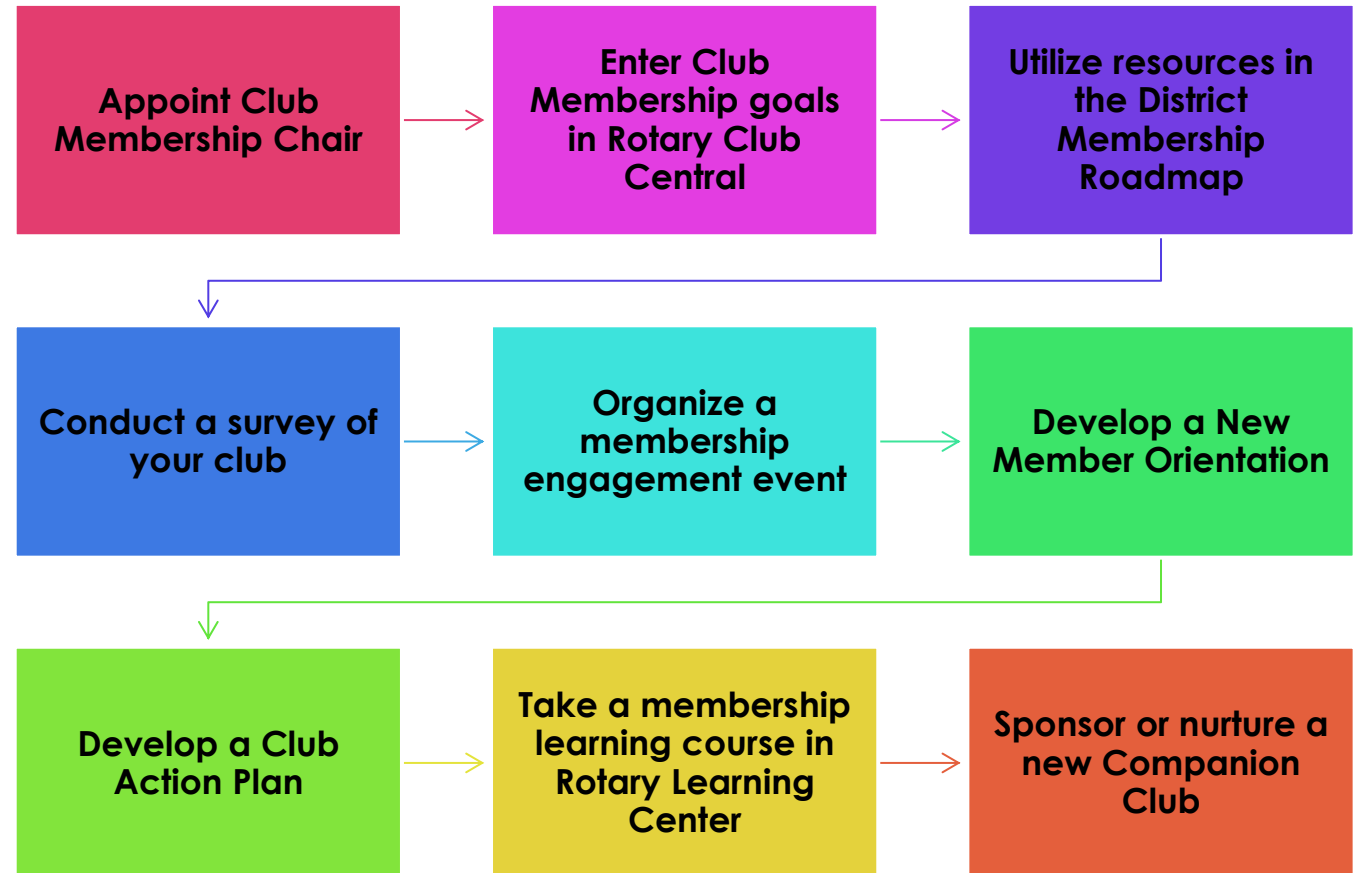
## **INCREASE OUR ABILITY TO ADAPT**

- **HOLD BRAINSTORMING SESSIONS** with club members to gather innovative ideas to make your club more relevant.
- **REVIEW CLUB ROLES AND PROCESSES** for ways to be more efficient and effective.
- **IDENTIFY INCOMING LEADERS** early so that they have time to prepare for their future roles.
- **ESTABLISH A CONTINUITY PLAN** and work with incoming club leaders to ensure cohesive efforts and joint success.



Your Club Plan – PLUS ONE  
District 5610  
10 Step Membership Roadmap

# CLUB MEMBERSHIP PLAN – PLUS ONE





# Sample Rotary Club Membership Plan

## Growth Plan

- ▶ Current member sponsors a new member, club waives member's meal fees for 2 months.
- ▶ Visit 5 businesses. Review your current member classifications. Who is missing?
- ▶ Hold a membership social.
- ▶ Offer a 90 day, no obligation "trial membership."
- ▶ Club will hold \_\_\_\_# service projects.
- ▶ Club will review new club options.

## Retention Plan

- ▶ Track attendance, ask a board member to coordinate
- ▶ Ensure every member has a committee assignment
- ▶ Meet with each member.
- ▶ Have regular service projects
- ▶ Review meetings, offer inspiring programs
- ▶ Assign mentor to new members
- ▶ Recognize a member each week