

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.



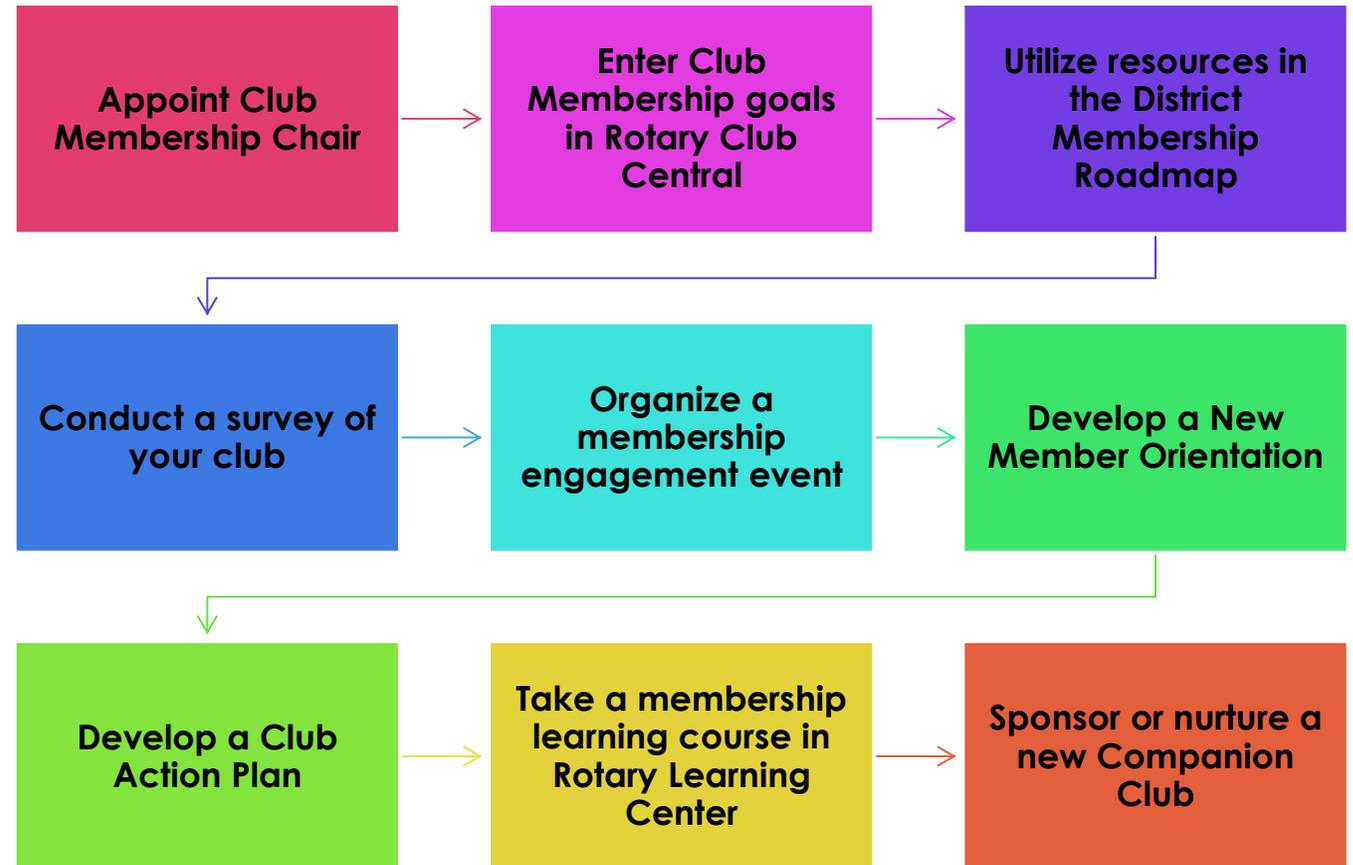
Your Club Plan – PLUS ONE

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