

Rotary District 7610 Strategic Plan 2014—2017

Action Plan for Membership Strategic Priority

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GOAL: Involve and educate all Rotarians in developing, maintaining, increasing, and understanding the importance of engaged membership.

	What?	Who?	Degree of change?	By When?
Objective #1: Attract and recruit a diversity of membership.	Conduct four regional membership seminars to train Area Membership Advisors (AMAs) and membership chairs	Zone Coordinator and Membership chair.	All clubs will have at least one participant. All AMAs and Assistant Governors (AGs) will participate.	2014-15, by July 1 2015-16, by July 1 2016-17, by July 1
	Update and publish the district membership plan and place on district website.	Membership chair.	100% of clubs will have access to the current membership plan.	2014-15, publish and place on website. 2015-16, update. 2016-17, update.
	Encourage club presidents to pick qualified membership chairs & committees.	Membership chair, AMAs, and AGs.	100% of clubs will have membership chairs and committees.	2014-15, 5% increase. 2015-16, 5% increase. 2016-17, All clubs will have membership chairs.

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Objective#2: Engage and retain current members.	What?	Who?	Degree of change?	By When?
	Identify and appoint Area Membership Advisors (AMAs).	Membership chair and Assistant Governors (AGs) make recommendations to the district governor.	100% of AMAs will be identified and appointed.	2014-15, February 2015-16, February 2016-17, February
	Train AMAs to be effective and proactive.	Membership chair	100% of AMCs will be trained.	2014-15 District Training Assembly. 2015-16 District Training Assembly. 2016-17 District Training Assembly.
	Educate clubs on the necessity of recruitment development and retention as they relate to membership.	Membership chair, AMAs, and AGs.	District retention rate will increase 5% each year.	2014-15, 5% increase. 2015-16, 5% increase. 2016-17, 5% increase.
	A toolbox of user-friendly effective set of proven strategies for membership recruitment, development, and retention will be developed for club use.	Membership chair, AMAs, and AGs.	A user-friendly effective set of proven strategies for membership recruitment, development, and retention will be available for club use.	2014-15, Membership toolbox placed on the District website. 2015-16, Update toolbox. 2016-17, Update toolbox.

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Objective #3: Investigate non-traditional membership forums.	What?	Who?	Degree of change?	By When?
	Investigate various Rotary International (RI) recommended non-traditional forms of membership	Membership chair and Area Membership Advisors (AMAs).	Membership chair and AMAs will become knowledgeable of non-traditional forms of club membership.	2014-15, develop a folder (paper and electronic) with multiple RI recommended non-traditional forms of membership. 2015-16, update. 2016-17, update.
	Educate clubs regarding non-traditional forms of membership. Investigate innovative weekly meetings and reductions in cost of meals.	Membership chair and AMAs.	All clubs will become knowledgeable of non-traditional forms of club membership and methods to cut costs of membership.	2014-15, not applicable. 2015-16, share non-traditional memberships with clubs directly and on the district website. 2016-17, continue.
	Create a district e-Club.	Membership and Extension chairs.	One district e-Club will be created.	2014-15, investigate the criteria and procedure for establishing a district e-Club. 2015-16, Extension chair will organize a district e-Club. 2016-17, district e-Club implemented.
	Establish district criteria for E membership.	Membership and Extension chairs.	E membership procedures will be published.	2014-15, investigate the criteria and procedure for E membership. 2015-16, E membership criteria will be publicized. 2016-17, E membership implemented

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	What?	Who?	Degree of change?	By When?
Objective #4: Create a membership task force team.	Define what constitutes a “struggling” club.	Governor and Membership chair.	Governor and Membership chair will agree on the characteristics of a “struggling” club.	2014-15, Definition agreed upon. 2015-16, No further action. 2016-17, No further action.
	Research model membership task force teams from other Rotary districts and implement a district membership task force team.	Membership chair.	Multiple model membership task force teams will be identified with an appropriate district model selected or an original one created.	2014-15, Research membership task force teams 2015-16, Select or create an appropriate team. 2016-17, Implement a district membership task force team.
	Train the membership task force team.	Membership chair.	All members of the membership task force team will be trained	2014-15, Not applicable. 2015-16, Not applicable. 2016-17, Training completed.
	Implement the district membership plan.	Membership chair.	District membership will increase by 5% each year.	2014-15, 5% increase. 2015-16, 5% increase. 2016-17, 5% increase.