2015-16 Regional Membership Plan Executive Summary and Action Plan
Region: RIBI – Zones 17 & 18A

Profile

Region	RIBI
Zones	17 & 18A
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Executive Summary

Goals/Objectives	**Key Performance Indicators**
A. Strengthen Clubs • **Build Dedicated District and Club Membership Teams** • **Utilize and Understand Rotary Club Central and other Rotary Resources** • **Club Assessment and Strategic Planning** • **Vision to implementation strategy and training** • **Improve Awareness of Rotary Clubs in Communities**	• 100% of districts have a designated District Membership Committee Chair • Ensure 30% of clubs set and track at least 15 goals in Rotary Club Central. • 30% of Clubs have completed a Club Visioning Event.
B. Member Attraction • **Club Growth** • **Age/Gender/Ethnic Diversity** • **Major Events - Converting opportunities into action plans** • **Converting CRM enquiries to members** • **New Club Formation Strategy and Training** • **Alumni strategy and training** • **Rotary GO phase three** • **Regional E-Club**	• Each district will charter at least one new Rotary club. • Improve the gender diversity rate of our members by at least 2 percentage points. • Improve the age diversity rate of our members by increasing the number of Rotarians under the age of 40 by at least 2 percentage points. • 15% increase in RIBI website enquiries. • Establish 1 Alumni Association in RIBI • Rotary GO new style club targets achieved
C. Member Engagement • **Member Satisfaction** • **Retention strategy and training**	• Increase new member sponsors by at least 1 percentage point. • Improve the member retention rate by at least 1 percentage point • Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered.

2015-16 Action Plan

	Goals & Tactics	Responsibility	Target Attainment Date	Targets
	A. Strengthen Clubs			
A.1	**Ensure districts have a designated District Membership Committee Chair**	RCs + RIBI Membership Committee	1 July 2015	100% of districts have a designated District Membership Committee Chair
A.2a	**Develop a trained membership committee to support clubs.** 1. Develop and run series of training webinars.	RCs + RIBI Membership Committee	31st December 2015	100% of District Membership Committees able to support New Club Formation, Rotary GO, Rotaract and Interact
A.2b	**Provide templates and job descriptions for various Membership positions within district and clubs**	RIBI Leadership Development & Training	31st December 2015	100% of Job Descriptions updated and circulated to Districts
A.3	**Assist clubs in setting and tracking goals in Rotary Club Central** 1. Develop eLearning Module. 2. Develop and run training webinars.	RIBI Leadership Development & Training	31st December 2015	30% of Clubs set and track at least 15 goals in Rotary Club Central
A.4	**Support clubs in updating website, social media and public image assets. Webinars, eLearning and central training days.** 1. Increase Rotarian awareness of and ability to use the Rotary Brand. 2. Improve ability of Rotarians to "Tell the Rotary Story". 3. All new marketing, promotional and informative materials carry membership information. 4. All materials embrace The Messaging Guidelines, demonstrating the effective use of Rotary's Voice, Values and Operating Principles. 5. Increase Rotarian Awareness of Membership Opportunities. 6. Increase Public Awareness of Membership Opportunities.	RPICs + RIBI Marketing, Public Relations & Communications Committee & RIBI Leadership Development & Training Committee	1. 30/6/2016 2. 30/6/2016 3. 30/9/2015 4. 31/12/2015 5. 31/12/2015 6. 30/6/2016	1. 30% of all cubs will have rejuvenated website, social media and public image assets. 2. Increased Website Enquiry traffic. 3. Ongoing feedback from membership on use and effectiveness of material.
A.5	**Supports clubs in conducting Club Assessments and developing a written multi-year membership strategy – through Club Visioning.** 1. Appoint a Project Leader from RIBI MDRC.	RCs RIBI MDRC + Leadership	1. Done 2. 30/9/2015 3. 30/9/2015 4. 31/12/2015	30% of clubs will have conducted a Club Assessment and developed a written

	2. Review and develop Vision to Implementation Strategy. 3. Review and develop materials/training. 4. Development packages available by webinar 5. Train District Visioning Teams 6. Collate good practice/stories and circulate via all media.	Development & Training Committee & District MDRC's	5. 31/12/2015 6. 30/6/2016	multi-year membership strategy by 30/6/2016 through the Club Visioning process.
A.6	**Schedule teleconferences, webinars, etc., to discuss strategies, challenges, and how to improve membership development**		Complete	**Rotary GO** via 10 webinars in January 2015 and 13 seminar workshops around GB & I - April through June 2015

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	B. Member Attraction			
B.1a	**Survey club members to determine levels of satisfaction among club members.** 1. Utilize "Strengthening your membership" 417-EN	District MDRCs Club Presidents	31/12/2015	40% of Clubs have completed 417-EN
B.1b	**Educate DGNs, DGEs, and Presidents to assess and implement actions that can improve member satisfaction** 1. RIBI Leadership Assembly 2. District PETS	RIBI LDT Committee & District LDTC	1. 31/3/2016 2. 31/3/2016	1. 100% DGNs & DGEs informed 2. 100% PETS to include 417-EN
B.2	**Encourage and support districts to charter new Rotary clubs** 1. Appoint a Project Leader from RIBI MDRC 2. Review and develop NCF Strategy 3. Understand what is happening within our 26 Districts 4. Collate good practice/stories and circulate via all media 5. Review and update NCF materials (including the NCF Manual) 6. Prepare support packages available by webinar 7. Prepare supportive packages available by eLearning 8. Input to District Meetings available 9. Successful Regional Assemblies	RIBI MDRC + Leadership Development & Training Committee & District MDRCs	1. Done 2. Done 3. 31/07/15 4. Ongoing 5. 31/09/15 6. 31/11/15 7. 31/05/15 8. Ongoing 9. 31/3/2016	100% of districts will have chartered at least one new Rotary club by 30/6/2016
B.3	**Improve the gender diversity rate of club members** • See B.2 & B.9			Improve the gender diversity rate of club members by at least 2 percentage points
B.4	**Improve the age diversity rate of club members** • See B.2 & B.9			Improve the age diversity rate of club members by increasing the number of Rotarians under the age of 40 by at least 2 percentage points
B.5	**Improve the racial/ethnic diversity rate of our members** • See B.2 & B.9			Improve the racial/ethnic diversity rate of our members by at least 2 percentage points.

B.6	**Host one large project/event to involve both Rotarians and non-Rotarians to appeal to young professionals like a service project, networking event, fundraiser, etc.** 1. Appoint a Project Leader from RIBI MDRC to extract the membership dividend form all major events. 2. Up to date and relevant cross-committee information available to Project Leader at all times. 3. Potential Membership opportunities identified, joint strategies planned and implemented under supervision of the Project Team.	RIBI Membership Committee + RIBI Committee Chairs + RI Coordinators Zones 17 & 18a	1. Done 2. Done 3a) Regional Big Bang Technology Tournament 2016. 3b) Regional Shakespeare for Schools (3 yr. project) 3c) RIBI Conference 2016 3d) Rotary Ride	1. Number of Action Plans developed. 2. Number of enquiries and conversions reported after each event. 3. Standing Agenda item for discussion at monthly Committee Chairs conference call.
B.7	**Converting CRM enquiries to Members** 1. All enquiries assessed centrally and forwarded to relevant District MDRCs for follow up. 2. Appropriate Management Information compiled centrally. 3. Appropriate training provided for District MDRCs.	RIBI MDR Committee & RIBI Staff	1. Done 2. Done 3. Ongoing throughout 2015/16	1. Increased web-based enquiry to conversion rates. 2. Monthly report on progress.
B.8	**Develop Alumni strategy and training** 1. Appoint a Project Leader from RIBI MDRC 2. Identify Alumni Coordinators in each District and develop strategy for engaging with alumni. 3. Identify Rotary Alumni within each district, establish status and contact information. 4. Develop a strategy for directly engaging with alumni. 5. Develop materials for districts to use in initial communication with alumni. 6. Support districts in communication or arranging of alumni based events	RIBI MDRC + District Alumni Coordinators	1. Done 2 30/09/2015 3 31/12/2015 4 31/12/2015 5 31/12/2015 6. 30.06/2016	1. Target population identified and contacted 2. Number of alumni recruited into Rotary family at some level.
B.9	**Implement Rotary GO Phase 3** 1. Develop Training packages for Rotary GO Support Teams, District Champions and Club enthusiasts. 2. Build 6 Rotary GO Support Teams comprising 2 Assistant RCs and 1 Assistant RPIC. Identify each team's target Districts. 3. Train Rotary GO Support Teams Centrally. 4. Support Team representative to deliver briefing to each of their Districts independently.	RIBI MDRC + Rotary Coordinator & RPIC Teams Zones 17 & 18A	1. 31/07/2015 2. 31/07/2015 3. 31/08/2015 4. 30/09/2015 5. 31/08/2015 6. 30/09/2015 7. 17/10/2015 8. 31/10/2015 9. 30/11/2015 10. 30/6/2016	1. 100% District Champions Trained and in post 2. 100% of Districts appoint a minimum of 10 Club Membership Enthusiasts 3. 100% of Club enthusiasts have

	5. Develop prospective Champions role briefing webinars. 6. Districts to identify their Champions. 7. District Champions to be trained centrally. 8. District Champions to identify a minimum of 10 Club Membership Enthusiasts. 9. 7 regional training sessions for club enthusiasts planned and delivered – 1 per team area and 1 centrally to catch up any missed delegates. 10. Teams provide support on the ground to their Districts and Clubs.			identified a target 4. A minimum of 5 new Satellite Clubs per District 5. A minimum of 2 new Innovative and Flexible Clubs per District 6. A minimum of 1 E-Club per District 7. 10% increase in Associate and Corporate membership 8. Support sessions provided to districts and clubs on demand.
B10	**Develop Regional E-Club** 1. Appoint a Project Leader from RIBI MDRC. 2. Establish an E-Club based at RIBI, Alcester with member base across the Region. 3. Develop strategies to attract business and professional organizations and networking groups with a Regional reach.	RIBI MDRC + Rotary Coordinators	1.Done 2. 30/06/15 3. 31/12/14	1. Club Charter success. 2. Numbers of members.

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	C. Member Engagement			
C.1	Increase new member sponsors	DGs	30/06/2016	Increase new member sponsors by at least 1 percentage point
C.2	Improve the member retention rate in each district 1. Appoint a Project Leader from RIBI MDRC. 2. Review and develop Retention Strategy. 3. Review and develop Retention materials/training. 4. Development of retention process documentation. 5. Supporting packages available by webinar 6. Supporting packages available by eLearning. 7. Input to District Meetings available. 8. Collate good practice/stories and circulate via all media.	RIBI MDRC + Leadership Development & Training Committee & District MDRCs	1. Done 2. Done 3. 30/09/15 4. Done 5. 31/12/15 6. 31/12/15 7. Ongoing 8. Ongoing	Improve the member retention rate by at least 1 percentage point
C.3	Publish membership and retention numbers in zone newsletter and Zone Membership/Public Image Newsletter. Report membership increases at Zone Institute	RIBI Membership Committee + RIBI MPRC	Monthly to 30/06/2016	Monthly Newsletters Figures 6 monthly
C.4	Utilize the Club Viability Report to identify clubs with retention rates below The Membership Plan benchmark – quarterly review.	District Champions & RIBI MDRC	30/06/2016	Quarterly report to ARCs to follow up with Districts.
C.5	Increase My Rotary registration and usage • Training input at all RIBI training events. • Training input at Districts and Clubs	RIBI LDTC + RIBI MDRC + RCs & RPICs	30/06/2016	Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered
C.6	Assist clubs and Rotarians at creating their Rotary story • (See A.4)			