2015-16 Regional Membership Plan Executive Summary and Action Plan
Region: Japan - Zones 1, 2 & 3

Profile

Region	Japan
Zones	1, 2, & 3
Director	Takanori Sugitani
Project Lead	Katsuhiko Tatsuno
Rotary Coordinators	RC Koichi Yokoyama, Zone 1 RC Makoto Kanasugi, Zone 2 RC Yoshiaki Ama, Zone 3

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** • **Improve Awareness of Rotary Clubs in Communities**	• 100% of districts appoint District Membership Chair • Ensure 30% of clubs set and track at least 15 goals in Rotary Club Central.
B. Member Attraction • **Club Growth** • **Age/Gender/Ethnic Diversity**	• 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.
C. Member Engagement • **Member Satisfaction** • **Retention**	• 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 appointed District Membership Chair • •	Director, RC, Project Lead	1 July	100% of districts appoint District Membership Chair According to our survey targeting DGEs, 26 out of 34 districts appointed District Membership Chair as of 15 May.
A.2	Develop a trained membership committee to support clubs; Provide templates and job descriptions for various Membership positions within district and clubs	DG, DGE, District Membership Chair	1 July	
	• All three zones (1, 2 and 3) conduct a joint training for districts to support and train clubs	Director, RC, RPIC, RRFC, Project Lead, DG, DGE, District Membership Chair	31 March	
	• Director, RC, RPIC, RRPF and Project Lead will visit each district to promote the strengthening of club membership.	Director, RC, RPIC, RRFC, Project Lead, DG, DGE, District Membership Chair	30 June	
A.3	Assist clubs in setting and tracking goals in Rotary Club Central • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	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. • •	Director, RC, RPIC, Project Lead, DG, DGE, District Membership Chair, District PR/Public Image Chair	30 June	30% of all cubs will have rejuvenated website, social media and public image assets.
A.5	Supports clubs in conducting Club Assessments and developing a written multi-year membership strategy •	Director, RC, Project Lead, DG, DGE, District Membership	30 June	30% of clubs will have conducted a Club Assessment and developed a

	•	Chair		written multi-year membership strategy
A.6	Schedule teleconferences, webinars, etc., to discuss strategies, challenges, and how to improve membership development • •	RC, Project Lead, DG, DGE, District Membership Chair	30 June	

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	B. Member Attraction			
B.1	Survey club members to determine levels of satisfaction among club members; educate DGNs, DGEs, and Presidents to assess and implement actions that can improve member satisfaction • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	
B.2	Encourage and support districts to charter new Rotary clubs • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	Each district will charter at least one new Rotary club We conducted a survey targeting DGEs and received responses from 26 out of 34 districts. As of 15 May the results were: Goal of 3 new clubs – 1 district Goal of 2 new clubs – 3 districts Goal of 1 new clubs – 12 districts
B.3	Improve the gender diversity rate of club members • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	Improve the gender diversity rate of club members by at least 2 percentage points We conducted a survey targeting DGEs and received responses from 25 out of 34 districts on this particular item. As of 15 May the results were: Increase female ratio to 10%+ – 5 districts Increase female ratio to 5-8% – 20 districts
B.4	Improve the age diversity rate of club members •	Director, RC, Project Lead, DG, DGE,	30 June	Improve the age diversity rate of club members by increasing

	•	District Membership Chair		the number of Rotarians under the age of 40 by at least 2 percentage points We conducted a survey targeting DGEs and received responses from 26 out of 34 districts. As of 15 May the results were: Increase under 40yr member to 15%+ - 5 districts 5-14% - 8 districts -4% - 12 districts
B.5	Improve the racial/ethnic diversity rate of our members (if applicable) • •			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. • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	C. Member Engagement			
C.1	Increase new member sponsors • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	Increase new member sponsors by at least 1 percentage point
C.2	Improve the member retention rate in each district • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	Improve the member retention rate by at least 1 percentage point We conducted a survey targeting DGEs and received responses from 26 out of 34 districts. As of 15 May the results were: Will aim to retain 100% - 8 districts 95-99% - 9 districts 90% - 6 districts
C.3	Publish membership and retention numbers in zone newsletter and Zone Membership/Public Image Newsletter. Report membership increases at Zone Institute • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	
C.4	Utilize the Club Viability Report to identify clubs with retention rates below The Membership Plan benchmark • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	
C.5	Increase My Rotary registration and usage • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered We conducted a survey targeting DGEs and received responses from 25 out of 34 districts on

				this particular item. As of 15 May the results were: Goal of 50%+ - 6 districts 30-50% - 8 districts -30% - 10 districts
C.6	Assist clubs and Rotarians at creating their Rotary story • •	Director, RC, Project Lead, DG, DGE, District Membership Chair	30 June	