2013-14 Regional Membership Plan Executive Summary and Action Plan
Region: North America (Unified)

Executive Summary

Goals/Objectives	Key Performance Indicators
A. Member Attraction	
B. Member Engagement	
C. Strengthen Clubs **Club Assessment and Strategic Planning** **Diversity** • **Attract and Engage Members < Age 40** • **Improve Gender Balance within Clubs and Districts** • **Improve ethnic and vocational diversity in clubs** **Improve Awareness of Rotary Clubs in Communities**	
D. Build Dedicated District and Club Membership Teams	
E. Utilize and Understand Rotary Club Central and other Rotary Resources	

Action Plan

	Goal	Responsibility
	A. Member Attraction	
A.1	Add at least 1 Club per district per year	
A.2	Identify areas of opportunity within districts that are appropriate for development of new clubs, including: • alternative meeting days and times: weekend, Saturday afternoon meetings/socials • meeting formats (e-clubs, satellite clubs, no mandatory meal and associated costs) • Clubs targeted at specific demographics (younger members, culturally diverse clubs, etc.)	
A.3	Add new members to existing clubs	

	Goal	Responsibility
	B. Member Engagement	
B.1	Survey members to determine levels of satisfaction among club members; educate DGNs, DGEs, and Presidents to assess and implement actions that can improve member satisfaction	
B.2	Monitor districts with greatest percentage of increase and decrease; Solicit best practices from districts with strong retention and provide them to districts with weaker retention	RCs & Project Leads

	Goal	Responsibility
	C. Strengthen Clubs	
C.1	Schedule each club to do Club Visioning/Assessment to develop a written multi-year strategy and structure to build and maintain attractive and inviting clubs for current and prospective members Completed by clubs on their own or with the help of a Club Visioning expert like Steve Wilcox.	
C.2	Implement district programs on: • Club leadership plan • Retention Strategies and best practices. • Strategic Planning	
C.3	Charter new Rotary clubs where younger groups may feel more comfortable	Director, RC, ARC, RRFC, RPIC
C.4	Host one large project to involve both Rotarians and non-Rotarians to appeal to young professionals like a service project, networking event, fundraiser, etc.	RC, ARCs , Project Leads, RPICs, DGs, Club Presidents, Membership Chair
C.5	Engage female community/business leaders	DG Membership Chairs
C.6	Teach clubs to implement Strengthening Rotary Initiative	District PR Chair
C.7	Assist clubs and Rotarians at creating their Rotary story	RC, ARCs , RPICs, DGs, Club Presidents, Membership Chair

	Goal	Responsibility
	D. Build Dedicated District and Club Membership Teams	
D.1	Develop a large trained membership committee to support your clubs. (RC Team will help train); Provide templates and job descriptions for various Membership positions within District and Clubs	RC, ARCs
D.2	Train club leadership at District Assembly (RC Team to help)	Membership Committee, RCs, ARCs
D.3	Share best practices, resources and innovative ideas with district and club leaders in support of membership and RI strategic priorities	RC, ARC and others designated
D.4	Schedule teleconferences, webinars, etc., to discuss strategies, challenges, and how to improve membership development	RC, ARC and others designated (DG, DGE, DMC, Project Leads)

	Goal	Responsibility
	E. Utilize and Understand Rotary Club Central and other Rotary Resources	
E.1	Submit updated membership information at least monthly on Rotary Club Central to include: member date of birth, sponsorship information, gender, etc. Increase use of Rotary Club Central for goal setting, day-to-day decision making, accountability and reporting for 100% clubs with full membership data entered and used	Clubs
E.2	Provide Rotary Club Central instruction for all DGEs at GETS; Club Presidents-elect at PETS; Secretaries-elect at District Assembly	RCs
E.3	Share information and district successes through strategic communication	RCs & ARCs
E.4	Publish membership and retention numbers in zone newsletter and Zone Membership/Public Image Newsletter. Report membership increases at Zone Institute.	RCs
E.5	Utilize the Club Viability Report to identify clubs with retention rates below The Membership Plan benchmark.	