# 2014-15 Regional Membership Plan Executive Summary and Action Plan
# Region: Europe – Zones 15 & 16

## Profile

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| **Region** | Europe |
| **Zones** | 15 & 16 |
| **Director(s)** | Per Høyen, 2014-16 |
| **Project Lead(s):** | Mikael Ahlberg<br>Jens Erik Rasmussen |
| **Rotary Coordinators** | RC Mikael Ahlberg, Zone 15<br>RC Jens Erik Rasmussen, Zone 16 |
| **30 June 2015 Goal** | **65,366** |

## Goals

| **Criteria** | *Key performance indicators* |
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| **A. INCREASE NUMBER OF CLUBS** | One new club in five districts in Zone 15 and in Zone 16<br>One more e-club in zone 16 during the period 2014-16 |
| **B. INCREASE MEMBERSHIP (OVERALL NUMBER OF ROTARIANS)** | Focus on keeping the number of members as per July 1st 2014<br>Retention rate of 90%, |
| **C. INCREASE NUMBER OF HUMANITARIAN PROJECTS** | Motivate for creating a project culture for and for cooperation between clubs for larger projects, underlining the close cooperation between projects, public image, and membership |
| **D. IMPROVED COOPERATION BETWEEN DISTRICTS** | Find interested club in district 2390 to partner with Polish Club<br>Focus on initiatives outside of the multi-districts in Denmark, Norway and Sweden. Representing the Nordic Countries at each other's district conferences is already a tradition in the area. |
| **E. DEVELOP STRATEGIC PLANS** | 50% of districts have strategic plans<br>50% of clubs have strategic plans |

# ACTION PLAN

| | Goal/Steps for Achieving Goal | Responsibility | Target Completion Date |
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| | **A. INCREASE NUMBER OF CLUBS** | | |
| A1 | Regional seminar on Club Development and enhanced Public Image (zone 16) | RC/ARC | Sep 2014 |
| A2 | Workshop on Club & Membership Development including AG training – Norway & Sweden | RC/ARC/Task force | Nov-Dec 2014 |
| A3 | 2 Workshops on Club & Membership Development including AG training – District 2230 (Poland and Ukraine/Belarus) | RC/ARC/Task force | Jan 2015 - Jan 2016 |
| A4 | 3 Workshops on Club & Membership Development including AG training – Denmark | RC/ARC/Task Force | Jan 2015 – Feb 2015 |
| A5 | Training of new District Committee in Lithuania in Club & Membership Development | RC | Mar-Apr 2015 |
| A6 | Workshop on Club & Membership Development including AG training – Iceland | RC/ARC | Mar 2015 |
| A7 | Analyze areas where senior JC's, RT's and Rotaractors can be used to form new, vibrant clubs | RC/ARC/Task Force | Aug 2014 – Jun 2015 |
| A8 | Regional seminar on Club Development and enhanced Public Image (zone 15) | RC/ARC | Sep 2014 |
| A9 | Joint Membership-seminar - Sweden/Latvia | RC/ARC | Mar – May 2015 |
| A10 | Joint Membership-seminar - Finland/Estonia | RC/ARC | Feb – May 2015 |
| A11 | Membership Seminar and training of Membership committee – Russia | RC/ARC | 2014-2015 |

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| | **B. INCREASE MEMBERSHIP (OVERALL NUMBER OF ROTARIANS)** | | |
| B1 | Districts' unique seminars according to specific needs (PETS, Leadership, diversified strategic planning, etc.) | RC/ARC | Sep 2014 – May 2015 |
| B2 | New Generation seminar (Zone 15) | RC | Oct 2015 |
| B3 | Webinars on membership, New Generations, and revitalization | RC/ARC | July 2014 – June 2015 |
| B4 | RYLA (Zone 15) - Sweden | RC/TFC | Apr 2015 |
| B5 | "Female outreach officer" in district management (Zone 16) | RC/ Task Force | Jan 2015-Jun2015 |
| B6 | Develop training materials in the form of video training and printed matter covering the membership strategy and best practices (Zone 16) | RD/ARC | Aug 14 -Jun 2015 |
| B7 | Study and evaluate Danish and Swedish pilot projects regarding Business Networks inside Rotary | RD/DG's | Aug 2014 – Jun 2015 |
| B8 | Develop the "Club DNA" concept for club visioning, member profiling and self-assessment (Zone 16) | RC/ARC | Aug 2014 – Jun 2015 |

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| | **C. INCREASE NUMBER OF HUMANITARIAN PROJECTS** | | |
| C1 | Motivate during above seminars and workshops | RC/ARC | Ongoing |

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| C2 | Motivate during personal contacts to district leaders and supporting the Rotary Day not only as a one-off event in G. Huang's year | RC/ARC | Ongoing |

| | D. IMPROVED COOPERATION BETWEEN DISTRICTS | | |
|---|---|---|---|
| D1 | Joint AG-training - Sweden/Latvia | RC/ARC | Mar – May 2015 |
| D2 | Joint AG-training - Finland/Estonia | RC/ARC | Feb – May 2015 |
| D3 | AG-training Russia | RC/ARC | Feb – May 2015 |
| D4 | Joint AG-Training - Denmark/Lithuania | RC/ARC/ Selected AG's | 2014-15 |
| D5 | Joint Membership seminar – Denmark/Lithuania | RC/ARC | 2014-15 |

| | E. DEVELOP STRATEGIC PLANS | | |
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| E1 | Continue meetings in national think tank – Denmark | RC/ARC | Sep 2014 – Jun 2015 |
| E2 | Try to establish think tanks or modernization committees in other countries | RC/ARC/ | Feb 2014 |
| E3 | Task forces & start-up meetings:<br>Task forces (3-5 members):<br>- New Generations<br>• Interact<br>• Rotaract<br>• YE<br>• Young Rotarians<br>• RYLA<br><br>- Rotary as an attractive meeting place for men and women active in working life<br>- More women<br>- More diversity<br>- More young Rotarians<br><br>• Revitalization – Rotary work and meeting formats are more flexible, incl. use of new technology<br>○ New clubs<br>○ Different clubs<br>○ RBN<br>○ e-Clubs<br>○ …..<br>• Multi District Activities/Training<br>○ Multi District Meeting<br>○ Joint PETS<br>○ .....<br>• Leadership:<br>○ AG-training<br>○ DMC-training<br>○ RLI<br>○ Leadership programs<br>○ …..<br>- Reduced internal bureaucracy | RC | ON-going |
| E4 | Task forces Stage 2 (zone 15): | RC | Sep 2014 |

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| | Task forces (3-5 members):<br>- New Generations<br>  o Interact<br>  o Rotaract<br>  o YE<br>  o Young Rotarians<br>  o RYLA<br>- Rotary as an attractive meeting place for men and women active in working life<br>  o More women<br>  o More diversity<br>  o More young Rotarians<br><br>- Revitalization – Rotary work and meeting formats are more flexible, incl. use of new technology<br>  o New clubs<br>  o Different clubs<br>  o RBN<br>  o e-Clubs<br>  o …..<br>- Multi District Activities/Training<br>  o Multi District Meeting<br>  o Joint PETS<br>  o .....<br>- Leadership:<br>  o AG-training<br>  o DMC-training<br>  o RLI<br>  o Leadership programs<br>  o …..<br>  o<br>- Reduced internal bureaucracy | | |
| E5 | Action plan fine tune and update meeting - Stockholm | RC | July – Aug 2014 |
| E6 | Task forces, stage 3 (zone 15)<br>- task refined | TF Chair | Feb 2015 |
| E7 | Action plan fine tune and update meeting - Helsinki | RC | Feb 2013 |
| E8 | Task forces, stage 4 (zone 15)<br>- research<br>- brain storming<br>- success stories | TF Chair | May 2015 – Jun 2015 |
| E9 | District´s unique seminars (zone 15) according to the districts' needs. (estimate 15 occ.)<br>- PETS<br>- RTTL<br>- DA<br>- Membership<br>- New Gen<br>- Leadership<br>- Strategic Plan | RC/ARC/TF | Sep 2014 – May 2015 |
| E10 | District´s unique seminars according to the districts' needs. | RC/ARC/TF | Sep 2014 – May |

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| | (estimate 15 occ.)<br>- PETS<br>- RTTL<br>- DA<br>- Membership<br>- New Gen<br>- Leadership<br>- Strategic Plan | | 2015 |
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