## 2014-15 Regional Membership Plan Executive Summary and Action Plan Region: Europe – Part of Zone 19 and 20B

## Profile

Region	Europe
Zones	Part of Zone 19 and 20B
Director(s)	Şafak Alpay
Project Lead	Murat Öz
Rotary Coordinators	RC Corneliu Dinca, Part of Zone 19
	RC Doros Jeropoulos, Zone 20B
Countries/Geographic Areas	Part of Zone 19: Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Israel,
	Moldova, Romania, Slovakia, Slovenia
	Zone 20B: Bulgaria, Serbia, Greece, Turkey, Armenia, Georgia, Lebanon, Cyprus,
	Jordan, Egypt, Sudan, Palestine, Bahrain, United Arab Emirates
Districts	Part of Zone 19: D1910 – East Austria & Bosnia-Herzegovina, D1911 – Hungary, D1912
	Slovenia, D1913 – Croatia, D1920 – West Austria, D2240 – Czech Republic &
	Slovakia,D2241 – Romania & Republic of Moldova and D2490 – Israel
	<b>Zone 20B:</b> Districts 2420-2430-2440-2451-2452-2470-2484-2482-2483
30 June 2015 Goal	36,291

## Goals

Criteria	Key Performance Indicators
A. Retention of members and	#Members retained (See PZ19 Action plan, Strategy 1 (S1),
revitalization of clubs	Objectives O1.1-O1.8-Indicators)
B. Youth	#New young members (See PZ19 Action plan, Strategy S2,
	Objectives O2.1, O2.2, O2.4-Indicators)
C. Diversity	#New members (See PZ19 Action plan, Strategy S2, Objective
	O2.3-Indicators)
D. Increase number of members	Increase up to 1,100 the members of D1911
	Increase up to 1,100 the members of D1912
	Increase up to 1,100 the members of D1913
E. Consolidation of Part of Zone 19 weak	Consolidate Part of Zone 19 weak clubs by sustaining them to
clubs in all component countries	reach at least 25 members in all component countries
F. Extension in part of Zone 19	Focus on Bosnia & Herzegovina, Moldova and D1911, D1912,
	D1913
G. Weak Clubs/New Clubs	

## **ACTION PLAN**

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	A. Retention of members and revitalization of clubs		
A1	Involve members in more significant projects, thereby	DGs, District & clubs	2012-15
	increasing public awareness and creating an interest in Rotary	committees chairs	
A2	Give emphasis to the culture of leadership	DGs, District & clubs	2012-15
		committees chairs	
		related with leadership	
A3	Allow more flexibility in attendance by no longer measuring the	DGs, Districts' clubs	2012-15
	physical presence but rather the frequency of involvement in		
	service activities		
A4	Creation of best practice models for service activities	DGs, RCAs, Related	2012-15
		Districts Committees	
		Chairs	2012.15
A5	Revitalization of service activities by engaging in partnerships	DGs, Related Districts	2012-15
	with associations (e.g. Chamber of Commerce, Round Tables, etc.)	Committees Chairs	
A6	Creation of task forces on Training, Multi-district activities,	DGs, Related Districts	2012-15
AU	Leadership, New generations, and communicate through new	Committees Chairs	2012-13
	media to achieve revitalization	Committees enails	
A7	Encourage clubs to conduct their meetings in a more informal	DGs, RCAs	2012-15
"	way	2 33) 113/13	2012 13
A8	Organize Part of the Zone 19 Conference on Membership	RID, RC, RCAs, Districts	Sep or Feb 2012-
		, , , , , , , , , , , , , , , , , , , ,	15
A9	Encourage club to conduct their meetings in a more informal	DG's, RCAs	2014-15
	way		
A10	Organize 5 New Member Orientation Camps in the countries of	RID, RC, RCAs and	2014-15
	the Zone 20B	District Leadership	
	Turkey (9 District x 50 new member x 80 \$/day = 36.000 \$		
	Greece Sept 2014 – March 2015)		
	Bulgaria		
	Arabia		
	Serbia		

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	B. Youth (by Lighting Up Rotary Membership and "Best Class" Club President's Challenge – Presidential Citation 2014-15)		
B1	Encourage engagement of young people who are more involved in causes rather than interested in membership	DGs, Related Districts Committees Chairs	2012-15
B2	Have at least one Rotaract member attend a Rotary club meeting and vice-versa	DGs, Related Districts & Clubs Committees Chairs	2012-15
В3	Keep track of alumni and invite them to meetings. Attract young people through Interact, Rotaract; keep them within the family of Rotary and recruit them later to become members of Rotary clubs	DGs, Related Districts & Clubs Committees Chairs	2012-15

B4	Recipients of scholarships should be encouraged to attend club meetings prior to receiving their scholarships rather than afterwards	DGs, Related Districts & Clubs Committees Chairs	2012-15
B5	Build best practices models on Rotaracts and Interacts based on the know-how and experience in successful countries	DGs, Related Districts & Clubs Committees Chairs	2012-15
В6	Promote short term exchanges "New Generations" with internships with the aim of establishing a potential recruitment pool	DGs, Clubs, Related Districts Committees & Clubs Chairs	2012-15
В7	Organize a seminar for young professionals & prospective members in the Districts of Zone 20 B  9 District x 50 prospective member x 30 USD = 13.500,00 \$	RID,RC,RCAs, District Leadership	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	C. Diversity (by Lighting Up Rotary Membership and "Best Class" Club President's Challenge – Presidential Citation 2014-15)		
C1	Investigating the many new professions, business and cultural activities when recruiting new members	DGs, clubs, Related Districts Committees & Clubs Chairs	July-Aug 2012-15
C2	Increase of women members	DGs, clubs, Related Districts Committees & Clubs Chairs	2012-15

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	D. Increase of number of members		
D1	Contact DGs in DG1911 and discuss the objective	RID, RC, RCA, <b>DG1911</b> ,	Nov.2012,
		D1911 Membership	Sept 2013
		Chair	
D2	Elaborate/insert strategies & objective in district Membership	DG1911, D1911	Nov.2012,
	Plan (MP)	Membership Chair	Sept 2013
D3	Implement MP objective	DG1911, D1911	Nov.2012,
		Membership Chair	Sept 2013
D4	Contact DGs in <b>DG1912</b> and discuss the objective	RID, RC, RCA, <b>DG1912</b> ,	Nov.2012,
		<b>D1911</b> Membership	Sept 2013
		Chair	
D5	Elaborate/insert strategies & objective in district Membership	DG1912, D1912	Nov.2012,
	Plan (MP)	Membership Chair	Sept 2013
D6	Implement MP objective	DG1912, D1912	Nov.2012,
		Membership Chair	Sept 2013
D7	Contact DGs in <b>DG1913</b> and discuss the objective	RID, RC, RCA, <b>DG1913</b> ,	Nov.2012,
		D1913 Membership	Sept 2013
		Chair	
D8	Elaborate/insert strategies & objective in district Membership	DG1913, D1913	Nov.2012,
	Plan (MP)	Membership Chair	Sept 2013
D9	Implement MP objective	DG1913, D1913	Nov.2012,
		Membership Chair	Sept 2013
D10	Evaluate local environments and problems in each country or	RID,RC,RCAs,	2014-15

	region	District Leadership	
D11	Based on D10 establish a strategic plan by which new members	RID,RC,RCAs,	2014-15
	will be attracted into active Rotary life	District Leadership	
D12	Make the plan known to all concerned and set the action	District Leadership with	2014-15
	procedures to succeed	Membership Chairs	
D13	Organize special meetings/seminars so that Clubs also will	RCAs, District	2014-15
	participate in the effort for Membership Development	Leadership	
		Membership Chairs in	
		District and Clubs	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	E. Consolidation of Part of Zone 19 weak clubs in all component countries		
E1	Contact part of Zone 19 DGs and discuss the objective	RID, RC, RCAs, Part of	Nov.2012,
		Zone 19 DGs, Districts	Sept 2013
		Membership Chairs	
E2	Elaborate/insert strategies & objective in districts membership	Part of Zone 19 DGs,	Nov.2012,
	plans	Districts Membership	Sept 2013
		Chairs, Clubs under 25	
E3	Implement Part of Zone 19 Districts MPs objective	Part of Zone 19 DGs,	Jan.2012-June
		Districts Membership	2015
		Chairs, Clubs under 25	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	F. Extension in part of Zone 19		
F1	Contact Part of Zone 19 DGs and discuss the objective	RID, RC, RCAs, Part of	Nov.2012,
		Zone 19 DGs, Districts	Sept 2013
		Membership Chairs	
F2	Elaborate/insert strategies & objective in districts membership	Part of Zone 19 DGs,	Nov.2012,
	plans	Districts Membership	Sept 2013
		Chairs, Clubs under 25	
F3	Implement Part of Zone 19 Districts MPs objective	Part of Zone 19 DGs,	Jan.2012-June
		Districts Membership	2015
		Chairs, Clubs under 25	

	Goal/Steps for Achieving Goal	Responsibility	
	G. Weak Clubs		
G1	There must be a continuous follow up of weak Clubs, in number of members and or Rotary activities	District Leadership Assistant Governors	2014-15
G2	It must be understood that weak clubs damage Rotary's image and must be revitalized or merged with other clubs	District Leadership Clubs leadership	2014-15
G3	In the same way the environment must be studied so that new clubs may be established particularly to invite younger members, women and special classifications into Rotary	District Leadership PDGs and other Rotary Leaders	2014-15