

2014-15 Regional Membership Plan Executive Summary and Action Plan

Region: India

Profile

Region	India
Zone	4, 5, and 6A
Director	P.T. Prabhakar
Project Lead	PDG Ulhas V. Kolhatkar; RC Chockalingam Basker; RC Vijay K. Jalan
Rotary Coordinators	RC Vijay Jalan, Zones 4 & 6A RC Basker Basker, Zone 5
30 June 2015 Goal	140,000

Goals

Criteria	Key performance Indicators
A. Net membership growth	15% Net growth for yr.2014-15
B. Regular recruitment	Regular (Routine) Recruitment will bring growth of 8% (out of above 15%)
C. Addition of couple members & women members	Addition of Couple Members & Women Members will result in 3% growth (out of 15%)
D. Retention	Retention efforts will result in 2% additional growth (out of 15%)
E. Young members	Recruiting Young Members below 40 yrs of age will result in 1.75% growth (out of 15%)
F. Making weak clubs vibrant	A. Membership criteria <ol style="list-style-type: none"> 1) Clubs below 20, reaching level of minimum 20 2) Clubs between 20-30 - 20% Net addition 3) Clubs between 30-50 - 15% Net addition 4) Clubs above 50 - 10% Net addition B. Service project criteria Each club having at least one Signature Project C. TRF Contribution criteria – 10% more than last year
G. Forming new clubs focusing on viability	Formation of Clubs with Membership of 30 & above recommended by DGs

Action Plan

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
A. Net membership growth 15%			
A1	Standard templates for membership seminar are to be developed.	RC's	June 2014
A2	Membership seminars to be attended by all club membership chairs.	RC,ARCs,DGs, Dist. Membership Chairs	August 2013 and/or Dec 2014
A3	India challenge award to be instituted for to best performing DGs.	RI Director, RCs	December 2014 and June 2015
A4	List of Rotary alumni to be prepared district wise & alumni to be approached for membership.	Alumni coordinators, DGs, RCs	November 2014 and/or Dec 2014

B. Regular recruitment			
B1	To explore feasibility of RI adopting a 3yrs terms for dist. membership chair like DRFCs	RI Director	
B2	Promoting membership at PETs, Dist Assemblies	RCs, DGs, DGEs, Dist. Membership Chairs	May 2015
B3	Copies of regional magazines to be placed in aircrafts. Tie-ups with airlines to be explored.	RI Director, RCs	December 2014
B4	While implementing Signature projects to have application form along with for membership in Rotary	RI Director, RCs, DGs	November 2014

C. Addition of couple members & women members			
C1	Promote couple membership & family membership through incentives like rebate in club dues	DGs	Ongoing
C2	Consider admitting women members in groups of 3-4 so as to have better assimilation & retention	DGs, DGEs, Prez., Dist. & club Membership Chairs	Ongoing
C3	Have a dist. appointment focusing on increasing women members	DGs	June 2014

D. Retention			
D1	Appointing officer on special duty for retention & weak clubs-one per dist. (appointed Membership chair or experienced PDG from same dist.) & training them for the job. Four training seminars (for respective geographical regions) will be organized, one each in four corners of India. Seminars will be attended by RI Director, RCs , DGs, DGEs & member RI memb. Development & retention committee.	RI Director & RCs	November 2014
D2	Instituting retention awards at regional, zonal & dist. level	RI Director & RCs	June 2015
D3	Appointing officer on special duty for retention & weak clubs - at club level	DGs	September 2014

E. Young members (below 40 yrs age)			
E1	Holding formal deliberations with central leadership of Jaycees & Round table in India	RI Director & RCs	December 2014
E2	Target ex Rotaractors for Rotary membership	DGs & DRRs	Ongoing
E3	Promoting concept of second generation clubs	RI Directors, RCs, DGs,DGEs	Ongoing
E4	Meet with IT companies in their corporate campuses	DGs, DGEs, Dist. & club membership chair	Ongoing

F. Making weak clubs vibrant			
F1	Appointing officer on special duty for retention & weak clubs-one per dist. (experienced PDG from same dist.) & training them for the job	RI Director & RCs	November 2014
F2	Instituting dist. level awards for net decrease in weak clubs	DGs	June 2015

G. Forming new clubs focusing on viability			
G1	DGs & DGEs to survey the dist. map & target virgin areas	DGs , DGEs	September 2014
G2	Training of GSRs	DGs , DGEs	September 2014
G3	Concept of e-clubs to be harnessed fully	DGs , DGEs	September 2014
G4	Promote new clubs formation with charter membership of minimum 25, so as to have better sustainability	DGs , DGEs	Ongoing

Office & Administrative expenditure to support goals A-G			
	Communications, Printing, template designing etc.	Project lead, RCs	Ongoing