# 2015-16 Regional Membership Plan Executive Summary and Action Plan
# Region: Latin America – Zones 21A, 22 & 23

## Profile

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| **Region** | Latin America |
| **Zones** | 21A, 22 & 23 |
| **Director** | José Ubiracy Silva |
| **Project Lead** | EGD Kleber Carvalho Toscano – D-4500 |
| **Rotary Coordinators** | RC Salvador Rizzo-Tavares, Zone 21A<br>RC José Fonseca, Zones 22A & 23A<br>RC César Scherer, Zones 22A & 23A<br>RC Henrique Vasconcelos, Zone 22B<br>RC Daniel Elicetche, Zones 23B & C |

## Executive Summary

| Goals/Objectives | Key Performance Indicators |
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| **A. Strengthen Clubs**<br>• **Build Dedicated District and Club Membership Teams**<br>• **Utilize and Understand Rotary Club Central and other Rotary Resources**<br>• **Club Assessment and Strategic Planning**<br>• **Improve Awareness of Rotary Clubs in Communities** | • 100% of districts have a designated District Membership Committee Chair<br>• Ensure 30% of clubs set and track at least 15 goals in Rotary Club Central. |
| **B. Member Attraction**<br>• **Club Growth**<br>• **Age/Gender/Ethnic Diversity** | • Each district will charter at least one new Rotary club.<br>• Improve the gender diversity rate of our members by at least 2 percentage points.<br>• 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**<br>• **Member Satisfaction**<br>• **Retention** | • Increase new member sponsors by at least 1 percentage point.<br>• Improve the member retention rate by at least 1 percentage point<br>• 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 |
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| | **A. Strengthen Clubs** | | | |
| A.1 | Ensure districts have a designated District Membership Committee Chair<br>• Propose the governors the creation of a working group in all districts to, in line with the governor; motivate club presidents to have their Membership Committee active and motivated. | Director, RC | 1 July | 100% of districts have a designated District Membership Committee Chair |
| A.2 | Develop a trained membership committee to support clubs; Provide templates and job descriptions for various Membership positions within district and clubs<br>• Through a specifically appointed task force, hold forums and district seminars, regardless of regional seminars, in all districts of the respective zones in order to empower Membership Committees to meet the growth goals established. | | | The special task force will organize meetings and seminars in districts and clubs aiming at raising governors and Rotarians awareness about the function they are exercising or will exercise in the future. |
| A.3 | Assist clubs in setting and tracking goals in Rotary Club Central<br>• Encourage clubs to fulfill this goal through regional seminars with direct participation of Membership Committee chairs. | | | 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.<br>• As planned on item A.3, motivate Public Relations Committee chairs to establish their social media accounts and keep them up and running. | | | 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<br>• Propose to the presidents the creation and follow-up of assessment guidelines to help achieve established goals. | | | 30% of clubs will have conducted a Club Assessment and developed a written multi-year membership strategy |
| A.6 | Schedule teleconferences, webinars, etc., to discuss strategies, challenges, and how to improve membership development<br>• In Brazil, we'll use Skype for this kind of meeting. | | | As a way of reducing expenses, we will meet via Skype and conference calls. We will also use webinars. |

| | Goals and Tactics | Responsibility | Target Attainment Date | Targets |
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| | **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<br>• Motivate governors to carry out this work through their District Membership Committee involving all clubs and also the regional coordinators. | | | Clubs of all districts in our area. |
| B.2 | Encourage and support districts to charter new Rotary clubs<br>• Conduct special meetings aiming at the increase the number of clubs in at least 1 new club, with the task force participation at the Membership Committee. | | | Each district will charter at least one new Rotary club |
| B.3 | Improve the gender diversity rate of club members<br>• Motivate Membership Committee chairs to fulfill the gender diversity rate increase goal as a way of improving working relationships and knowledge among members. | | | Improve the gender diversity rate of club members by at least 2 percentage points |
| B.4 | Improve the age diversity rate of club members<br>• Motivate Membership Committee chairs to fulfill the gender diversity rate increase goal as a way of improving working relationships and knowledge among members. | | | Improve the age diversity rate of club members by increasing the number of Rotarians under the age of 40 by at least 2 percentage points |
| B.5 | Improve the racial/ethnic diversity rate of our members<br>• Motivate Membership Committee chairs to fulfill the gender diversity rate increase goal as a way of improving working relationships and knowledge among members. | | | 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.<br>• Study, along with the governor, organizing an event that could be carried out to draw community attention and motivate young professionals to join the local Rotary Club. | | | Conduct an annual event in every district aiming to present Rotary to the community and its beneficial effects for people as a whole. |

| | Goals and Tactics | Responsibility | Target Attainment Date | Targets |
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| | **C. Member Engagement** | | | |
| C.1 | Increase new member sponsors<br>• Create a project to recover deficitary clubs (clubs with less than 20, 15, and 10 members) by creating an award, together with the governor, so that clubs have a membership increase of at least 1.5% will be recognized, which motivates Rotarians to sponsor new members. | | | Increase new member sponsors by at least 1 percentage point |
| C.2 | Improve the member retention rate in each district<br>• Through the Recovery Plan, maintain a positive retention rate of 1% in clubs located in all regional coordinators operation zones. | | | Improve the member retention rate by at least 1 percentage point |
| C.3 | Publish membership and retention numbers in zone newsletter and Zone Membership/Public Image Newsletter. Report membership increases at Zone Institute<br>• Work to be done on regional coordinators websites and on the governor monthly newsletter so that these numbers and data can serve as a follow-up resource for Membership Committees, The Rotary Foundation, Public Relations, Polio Plus and Major Donors coordinators. | | | Website development and maintenance for all regional coordinators (Rotary, Rotary Foundation, Public Relations, E/MGA and also Polio Plus and Major Donors) |
| C.4 | Utilize the Club Viability Report to identify clubs with retention rates below The Membership Plan benchmark<br>• Regional coordinators follow-up work in association with District Governors to help increase member admission and retention rates. | | | Carry out a bi-monthly follow-up report and find resources to correct and achieve proposed goals. |
| C.5 | Increase My Rotary registration and usage<br>• Regional coordinators will motivate District Governors and district committee chairs to work with respective club committees to use more My Rotary website. | | | Increase the number of members registered in My Rotary by encouraging clubs to have 50% of their club members registered |
| C.6 | Assist clubs and Rotarians at creating their Rotary story<br>• Coordinators and governors must implement a plan so that clubs can obtain information to prepare their stories. | | | Showcase the importance to tell our story continually. |