2015-16 Regional Membership Plan Executive Summary and Action Plan
Region: Southeast Asia – Zone 6B

Profile

Region	Southeast Asia
Zones	6B
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Executive Summary

Goals/Objectives	Key Performance Indicators
A. Strengthen Clubs • **Build Dedicated District and Club Membership Teams** • **Utilize and Understand Rotary Club Central and other Rotary Resources** • **Club Assessment and Strategic Planning** • **Improve Awareness of Rotary Clubs in Communities**	• 100% of districts have a designated District Membership Committee Chair • Ensure 30% of clubs set and track at least 15 goals in Rotary Club Central.
B. Member Attraction • **Club Growth** • **Age/Gender/Ethnic Diversity**	• Each district will charter at least one new Rotary club. • Improve the gender diversity rate of our members by at least 2 percentage points. • 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 • **Member Satisfaction** • **Retention**	• Increase new member sponsors by at least 1 percentage point. • Improve the member retention rate by at least 1 percentage point • 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
	A. Strengthen Clubs			
A.1	Ensure districts have a designated District Membership Committee Chair	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 • Organizing Zone/ Regional meeting on membership planning/training/workshops for teamwork and key-persons of all districts in the Zone 6B. •	Director, RC, RRFC, RPIC,ARCs, DGs, DGES, District Chairs, Club leaders, Advisors (E/MGA)	30 April 2016	Resolutions from the meeting for Regional membership plan as well as action plan in details, and budgeting; reports of the meeting from delegates' feedback, ideas and comments.
A.3	Assist clubs in setting and tracking goals in Rotary Club Central			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. • Supporting training materials, Club classification manuals and PR materials for membership development (translation into local language such as membership manual publication, Rotary club central , Rotary showcase, Rotary Ideas etc.); Sending Rotary ABC Rotary brochures and successful stories to the public, chambers, local working units /medias etc.	DGs, Club presidents, District membership chairs	15 June 2016	30% of all cubs will have rejuvenated website, social media and public image assets. District reports, feedback from RTNs through questionnaires, interviews.
A.5	Supports clubs in conducting Club Assessments and developing a written multi-year membership strategy			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 • Supporting Club and District activities/events in membership development, such as organizing seminars/forums, training/workshops on Rotary Basics for new members, how to recruit and retain members, support/sponsor and extend new clubs, including using RI online-tools (My Rotary, Rotary Club Central, Rotary showcase etc.)	DGs, Club presidents, DGEs, District Chairs, ARCs,	15 June 2016	Statistical data on membership of each district collected from RI report every month; reports from ARCs, DGs, and District chairs on membership, reports from Rotary Club central; feedback from RTNs on activities /events concerned.

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	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			
B.2	Encourage and support districts to charter new Rotary clubs • Surveying and organizing new clubs/e-clubs/satellite clubs/community-based Rotaract clubs, interact, RCCs in the districts of the Zone 6 B	DGs, Club presidents, DGEs, District membership Chairs, ARCs	2015-16	Each district will charter at least one new Rotary club. Checking membership report from RI website each month, Rotary club central, Rotary showcase and reports from District chairs, ARCs and DGS in every quarter.
B.3	Improve the gender diversity rate of club members • Organizing Women Day to recognize successful women in different walks of life, non-Rotarians and Rotarians; promoting family days/meetings or ladies' Day in Rotary clubs and districts to attract women in Rotary.	DGs, Club presidents, Assistant governors, District chairs, ARCs	30 April 2016	Improve the gender diversity rate of club members by at least 2 percentage points. Checking numbers and percentage of new women members from RI reports at the end of the year including feedback from women involved in Rotary programs.
B.4	Improve the age diversity rate of club members • Organizing Young Professional Days for youth/young professional seminars/meeting forums/conference/ workshops/training for prospective members/Non Rotarians/partners in service programs (Cooperating with Youth clubs in local institutes, University, companies). To make all participants get the basic concept of Rotary, starting from the hands on service and giving more information of Rotary International as well as The Rotary Foundation in forms of Forum and attractive presentation of best Rotary program/project practices in the area or around the world.	DGs, Club president, assistant Governors, District /chairs, ARCs	30 April 2016	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. Feedback through questionnaires /interviews participants in the programs from the sampling groups of young professionals, partners in service; reports of new membership under 40 years old.

B.5	Improve the racial/ethnic diversity rate of our 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. • Organizing Rotarians' Service Day for communities to attract non-Rotarians, existing members through service activities/events/public seminars/ public relations (cooperate with community leaders /Non Rotarians and Medias in service activities).	DGs, Club presidents, DGEs, District Chairs, RTNS, partners in service, RCCs	15 June 2016	Checking feedback of people, in the communities, RTNS, through interviews, questionnaires, local medias and reports of Rotary clubs, District chairs, DGs on increasing membership and reports of RI membership every quarter.

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	C. Member Engagement			
C.1	Increase new member sponsors • Promoting recognition programs for the long service Rotarians in the clubs and Districts.	DGs, Club presidents, District chairs, ARCs, Assistant Governors	15 June 2016	Increase new member sponsors by at least 1 percentage point. Feedback from questionnaires, interviews on Rotarians' opinions and attitudes towards their services to communities/ public. Ideas and comments on how to share Rotary to others and how to disseminate Rotary Core values in actions to the public.
C.2	Improve the member retention rate in each district • Promoting volunteers/hands on service programs of interest/expertise of existing members to share their best practices to the public, clubs/districts and non-Rotarians in the communities.	DGs, Club presidents, District chairs, ARCs, Assistant Governors	15 June 2016	Improve the member retention rate by at least 1 percentage point. Feedback from questionnaires, interviews on Rotarians' opinions and attitudes towards their services to communities/ public. Ideas and comments on how to share Rotary to others and how to disseminate Rotary Core values in actions to the public.
C.3	Publish membership and retention numbers in zone newsletter and Zone Membership/Public Image Newsletter. Report membership increases at Zone Institute • Publishing directory of recommended volunteer Rotarians & their expertise for being speakers, trainers, consultants for all clubs in the districts	DGs, Club presidents, District chairs, ARCs, Assistant Governors	15 June 2016	Feedback from questionnaires, interviews on Rotarians' opinions and attitudes towards their services to communities/ public. Ideas and comments on how to share Rotary to others and how to disseminate Rotary Core values in actions to the public.
C.4	Utilize the Club Viability Report to identify clubs with retention rates below The Membership Plan benchmark			

C.5	Increase My Rotary registration and usage			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			