2015-16 Regional Membership Plan Executive Summary and Action Plan
Region: Philippines/Indonesia – Zone 7A

Profile

Region	Philippines and Indonesia
Zones	7A
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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 • Philippines - Disseminated the Zone 7A Rotary Leaders Data Sheet Form whereby incumbent and future district governors and its key district chairs' personal data (including its District Membership Committee Chairs) will be encoded and submitted to properly identify, communicate, and coordinate its functions and activities. Indonesia : • Coordinate with DG 3410 & DG 3420 the formation of District Membership Committee Chair & his respective members • Identify the City where the training of Membership Committee Chair & members will be conducted	Director, RC, DGEs, District Trainers and Assistant Regional Coordinator(ARC)	1 July, 2015	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 Philippines : • To maintain the duly organized Rotary Coordinator Team whose functions are but not limited to: ○ assist and develop a regional strategic management plan on membership growth and retention to benefit clubs in particular and districts in general; ○ act as resource speakers or breakout facilitators on membership development seminars, district assemblies, PETS, and the like to further the information and motivation campaign; ○ Evaluate and assess the trends / growth in membership in the region so that further motivational enhancements can be introduced. • Develop and train District Trainers, District Membership Chairs, DGs, Past-presidents, and Club Trainers to new and innovative	Director, RC, DGs, District Trainers, District Membership Chairs	June 2016	Train and maintain the Coordinator's Team including the Asst. Rotary Coordinators (ARC) who will serve as resource / experts to support the Districts and clubs with regards to Membership Development Issues. Connecting / Networking, collaborating, and training of Key District Leaders such as the DG, District Trainer, District Membership Chairs in order to establish local "experts" in each district. For the three year period RY 2015-2018 we are targeting to increase membership by at least 3,000 new members

	ways of training and membership retention approach. • Conduct "Train the Trainer" sessions in each District to form a highly trained group of trainers within each District and respective clubs • Promote the adoption and implementation of Regional Membership plan Indonesia : Provide templates and job descriptions for various Membership positions within district and clubs • Prepare the course outline & training goals for the Membership Development Team which will include District officers and club officers • Given the designated City in Eastern & Western Indonesia, roll out the One-day Membership Development Program	ARC	July to September (a) Eastern part of Indonesia (b) Western part of Indonesia	Defining the Role & Responsibiities of District Membership Leaders & Club Membership Leaders
A.3	Assist clubs in setting and tracking goals in Rotary Club Central • To promote the idea of district-wide simultaneous on line club registration and goal setting under coordination with the district governor to further the club's utilization of the Rotary Club Central; • To inculcate the importance and essence of goal setting in Strategic Planning Seminars conducted in the region • To assist Districts and Clubs in reviewing their membership trends and the reports that can be generated by RC Central Indonesia : • Recheck each club familiarity on the use of Rotary Club Central • Give orientation particularly club leaders located in far places on connectivity with internet and functionality of Rotary Club Central	Director, RC, DGs, District Trainers, District Membership Chairs ARC, District Chair, selected Club Membership leaders	June 2016 August to October for both Eastern & Western part of Indonesia	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. • Facebook page of local Rotary Clubs have enormously grown in numbers. By inculcating to the clubs the value and essence of this platform in promoting membership, then clubs will begin to be aware that such platform if maintained and updated can be a powerful tool in inviting new members into their fold. Indonesia : • During the scheduled training, a Rotarian adept on creating website & social media	RC, RPIC, DGs, District Trainers, District Membership Chairs, District Public Image Chairs ARC, District Chair & Selected Rotarian with IT knowledge will be tapped in giving	June 2016 August to November for both Eastern & Western	30% of all cubs will have rejuvenated website, social media and public image assets.

	will be tapped to share knowledge to club leaders • Encourage each club to put up its website & use of social media	orientation	part of Indonesia	
A.5	Supports clubs in conducting Club Assessments and developing a written multi-year membership strategy • To devote the conduct of club assessment and written multi-year membership strategy in its breakout sessions during district membership development seminars in coordination with the respective district governors • To highlight the same as an important facet of the club strategic plan in its seminars to be arranged and coordinated with respective district governors. Indonesia : • Club Assessment Form will be translated into Bahasa Indonesia and will strongly encourage each club leadership to conduct an assessment and submit to DG for review & evaluation • Each Club will be encouraged to develop a written multi-year strategy and to be submitted to District Governor.	RC, DGs, District Membership Chairs Chair & Club Presidents	June 2016	30% of clubs will have conducted a Club Assessment and developed a written multi-year membership strategy The reduce the number of below 20 members (charter strength) clubs
A.6	Schedule teleconferences, webinars, etc., to discuss strategies, challenges, and how to improve membership development • To enhance further the promotion of webinars and teleconferences being instituted by RI under coordination with respective governors so that Rotarians can further be informed on the goals and objectives of Rotary. Indonesia : • Given the geographical distance of clubs in Indonesia, teleconferencing and if possible webinars will be resorted to in order to enhance communication and exchange of knowledge among Rotary leaders. • Ensure also that club leaders are comfortable in accessing internet-based communication systems.	RC, DGs, District Membership Chairs, Club Presidents DG, District Chars & Club Leaders	June 2016	To encourage Rotarians to register with RI's ongoing webinars, and also for Rotarians to watch previous webinars found in rotary website

	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 • To undertake a proactive approach to membership attraction and retention by instituting the same during breakout sessions of the membership development seminars • To undertake evaluation surveys of participating Rotarians in the breakout sessions so that their level of satisfaction and appreciation can be assessed and introduce improvements if needed. Indonesia : • Encourage in the deployment of Satisfaction Surveys to all club members under the watch of District Governor to ensure that every member has an input to the survey. • Each club results on Survey Satisfaction will be evaluated by District Governor to address an appropriate action plan	RC, DGs, DGEs, District Membership Chairs, Club Presidents District Governor, District Chair & Club Leaders	June 2016 October to November 2015 January to February 2016	To come up with an average ratings survey among participants in Membership Development Seminars with regards to satisfaction ratings they would give to their clubs/ districts/ Rotary itself 50 clubs 55 clubs
B.2	Encourage and support districts to charter new Rotary clubs • To highlight the importance of club extension in membership growth by encouraging and supporting the district governors by way of information and assistance to meet its objective. Indonesia : • Will run a special lunch forum on the subject of Challenges & Issues on Family Business to invite business owners & professionals (non-Rotarians) on selected cities. This event is to attract potential members of Rotary in targeted cities. • Will tap Rotarian who are experts in the subject of issues related to family business or successful Rotarians who are enterprenuers to share their ideas to potential candidates of Rotary.	RC, DGs, District Membership Chairs, Club Presidents ARC, selected Rotarians who are successful enterprenuers or specialist on family business	June 2016 August 2015 September 2015 January 2016 February 2016	Each district will charter at least one new Rotary club
B.3	Improve the gender diversity rate of club members • To include "The Basics of Rotary" in its seminars in all of the Philippine districts by: ○ promoting the benefits of membership diversity to clubs and	RC, DGs, District Membership Chairs, Club Presidents	June 2016	Improve the gender diversity rate of club members by at least 2 percentage points

	districts; ○ conduct a review of each district's gender diversity percentage and share this information in order to increase its awareness ○ communicate strategies to increase membership diversity; ○ communicate the Regional Membership Plan and its strategies Indonesia : • Develop a start-up database on each club gender July 1 2015 • Encourage DG to monitor the progress during his club visit	District Governor, Club Leaders	July to December 2015	
B.4	Improve the age diversity rate of club members • conduct a review of each district's age diversity percentage segmentation, and share this information in order to increase its awareness • To support the Philippine MDIO (Rotaract Multi-District Information Organization) activities composed of all the Rotaract and Interact clubs of Philippine Rotary Clubs. • To provide the zone's Youth Service Committee Chairs as resource and advisers to the different events of the District's Rotaract and Interact training and events. Indonesia : • Develop a start-up database on age diversity rate of each club by July 1 2015 • Encourage DG to monitor the progress during his club visit	RC, DGs, District Membership Chairs, Club Presidents, MDIO, District Rotaract Representative and other RAC Leaders, District Youth Officers District Governor, Club Leaders	June 2016 July to December 2015	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 • To expand service project activities focused on improving racial/ethnic diversity rate of our members; • To create special fellowships or additional training opportunities to support and improve racial/ethnic diversity; • To ensure membership diversity and leadership development opportunities for racial/ ethnic minority members Indonesia : • Develop a start-up data base on racial/ethnic diversity for each club • Encourage DG to monitor the progress during his club visit.	RC, DGs, District Membership Chairs, Club Presidents District Governor, Club Leaders	June 2016 July to December 2015	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. • To cooperate with MDIO (Rotaract Multi-District Information Organization) to partner in activities with prominent Youth organization training / activities to promote Rotary awareness during multi district activities (Phil. Rotaract Convention) Indonesia : • Will hold a health awareness program on THALASSAEMIA (a blood disorder inherited by children whose life span is threatened and long-life productivity is impaired	RC, DGs, District Membership Chairs, Club Presidents, MDIO, District Rotaract Representative and other RAC Leaders, District Youth Officers District Governor, District Chair & Club Leaders	Feb. /March 2016 May 2016	

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	C. Member Engagement			
C.1	Increase new member sponsors • To enhance the promotion of the New Member Sponsor Recognition Program of RI which honors Rotarians who sponsor new members. • Ask clubs to conduct internal surveys on club members who have not sponsored a new member yet, and enjoin them to do so Indonesia : • Sense of Responsibility for each member to sponsor new member will be emphasized on the one-Day Membership Development program • Will encourage District Governor to remind club leaders and all members to be sponsor during his club visit	RC, DGs, District Membership Chairs, Club Presidents, District Governors, District Chairs, & Club Leaders	June 2016 July 1 2015 to March 2016	Increase new member sponsors by at least 1 percentage point
C.2	Improve the member retention rate in each district • To expound to the clubs the importance of member viability growth data in ways that would give importance to membership retention; • To promote the topic lecture on "Motivating the Unmotivated" so that club leadership would take cognizance of the importance of motivation to retention. Indonesia : • Encourage District Governors to be an inspirational speaker during his club visit. Touching the hearts of all the members on the importance of sustaining the level of membership • During the one-day membership development program will give equal importance on improving the retention rate level for each club	RC, DGs, District Membership Chairs, Club Presidents, ARC,District Governor, District Chair, and Club Leaders	June 2016 July 1 2015 to March 2016	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 • To utilize the social media i.e. Facebook apart from duly established RI/zone newsletters to further inform Rotarians on membership figures and trends Indonesia : -Will get involved in sharing information on	Director, RC District Governor, District Chair, and Club	Monthly September 2015 December 2015	

	membership at the Regional Newsletter -Encourage publication on membership status on Governor's Monthly letter	leaders	March 2016 June 2016	
C.4	Utilize the Club Viability Report to identify clubs with retention rates below The Membership Plan benchmark • To publish the Club Viability Report on a quarterly basis, including its empirical analysis and ways that would assist the clubs in improving its retention goal Indonesia : • Share with Club leaders during the One-Day Membership Development Program the importance of Club Viability Report • Encourage District Governor to share this information to each leader during his club visit	RC District Governor, District Chair, Club Leaders	Quarterly August 2015 to February 2016	

C.5	Increase My Rotary registration and usage
	• To promote during district seminars and for the benefits of registering at My Rotary so that club members can assimilate with other Rotarians worldwide in an effort to promote Rotary, having the venue to exchange ideas, and take action as necessary in expanding the ideals of Rotary
	• To promote via the use of social media e.g. Facebook, twitter and the like where most Rotarians are logged in, the registration and usage of My Rotary.
	  ○ This can be done by providing them the easy access link that will open the Rotary website almost instantly.
	  ○ To select a very encouraging and captivating article or video from the Rotary Media Center and share it to the Facebook newsfeed page. In this manner, Rotarians shall stir up appreciation and use of the Rotary homepage.
	
	Indonesia :
	• During the One Day Membership Training, all club leaders will be encouraged to register and use of My Rotary tools.
	• Will encourage District Governor to remind all club leaders on the usage & registration at My Rotary during his club visits
		RC, DGs, District Membership Chairs, club Presidents
		
		District Governor, District Chair & Club leaders
			June 2016
			
			July 1, 2015 to December 2015
				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 • At the Train the Trainers Seminar, include the portion of creating a Rotary Story to the clubs	RC, RPIC,DGs, District Membership Chairs, District	June 2016	

	which can be uploaded to the Member News section of My Rotary and their respective Facebook page. In this way, clubs can generate new ideas of promoting their vibrancy to their prospective members. Indonesia : • One-Day Membership Development Training will also include a discussion on the framework of preparing a Rotary Story • Will encourage District Governor to remind all club leaders to develop a Rotary Story that will inspire all members.	Public Image Chair, Club Presidents ARC, District Governor, District Chairs and Club leaders	August 2015 to February 2016	
C.7	2016 President Ravi's Presidential Conference in Manila • To support and collaborate on the March 2016 Presidential Conference in Manila to raise the awareness of Philippine Rotarians on Water, Sanitation, and Hygiene (WASH), • This collaboration aims to give clubs and districts the focus on WASH as a program and to inspire them to adopt WASH projects keeping in mind that good service projects redound to attracting prospective and current members alike	Director, RC, DGs, District Service Projects Chairs, Club Presidents,		