2014-15 Regional Membership Plan Executive Summary and Action Plan
Region: Europe – Zones 11, 12, and 13B

Profile

Region	Europe
Zones	11 & 12
Director(s)	Giuseppe Viale
Project Lead	PDG Salvatore Sarpietro
Rotary Coordinators	RC Gérard Allonneau, Zones 11 & Part of 20B RC Andrea Oddi, Zones 12, 13B & Part of 19
30 June 2015 Goal	**84,500**

Executive Summary

Goals/Objectives	**Key Performance Indicators**
A. Increase in membership (+ 1.0% in the Zones).	Net increase in membership in the year 2014/2015.
B. Training of leaders at District's and Club's level.	Events dedicated to the topic in the year 2014/2015.
C. Recruitment of former Rotaractors.	Number of former Rotaractors admitted to Rotary Clubs of the Zones in the year 2014/2015.
D. Enhancement of diversity in the Clubs.	Number of female Rotarians admitted to Clubs of the Zones in the year 2014/2015.

Action Plan

	Goal: Net increase in membership (+1.0% in the Zones).	Responsibility	Target Completion Date
	A. Membership		
A.1	Task forces: Membership. Tasks: • Increase in membership (Zones 11 & 12). • Cooperation in the establishment of new Clubs. • Direct connection with Districts and selected Clubs. • Attendance at District's events dedicated to membership.	Zones: 11: PDG Christiane Berne-Gay (Assistant du RRIC) 12: PDG Salvatore Sarpietro	30 June 2015
A.1.1	Tasks: • Halt to the decrease in Membership (Zone 13B). • Preservation or slight increase in membership in the year 2014/2015. • Cooperation in the establishment of new Clubs. • Direct connection with Districts and selected Clubs. • Attendance at District's events dedicated to membership.	Zone 13B: PDG Pedro Valenzuela Godoy (Spain) Miguel Real Mendes (Portugal)	30 June 2015
A.1.2	Task forces: e-Clubs & satellite Clubs. Tasks: • Promotion of e-Clubs & satellite Clubs within the Districts. • Cooperation in the establishment of these Clubs. • Attendance at District/Club events if requested.	Zones: 11: PDG Christiane Berne-Gay 12: PDG Francesco Arezzo 13B: PDG Pedro Valenzuela Godoy (Spain) Miguel Real Mendes (Portugal)	30 June 2015
A.1.3	Membership survey and monitoring.	Zones 11,12,13B: PDG JeanMarie Poinsard PDG Giuseppe Capone	30 June 2015

	Goal: Focus on training leaders at District's and Club's level.	Responsibility	Target Completion Date
	B. Leadership		
B.1	Task forces: Leadership. Tasks: • Increase awareness of the Districts. • Direct connection with the Districts. • Attendance at District's events dedicated to leadership. • Attendance at PETSs if requested.	Zones: 11: PDG Jean Viste 12: PDG Marco Milanesi 13B: PDG Pedro Valenzuela Godoy (Spain) Miguel Real Mendes (Portugal)	30 June 2015

	Goal: Focus on recruiting former Rotaractors.	Responsibility	Target Completion Date
	C. Youth – New Generations		

C.1	Task Forces: New Generations. Tasks: • Direct connections with Rotaract Districts and Clubs. • Drafting of a roster of Rotaractors in each Zone. • Search for former Rotaractors. • Forwarding of names of selected former Rotaractors to Rotary Clubs as possible Rotarians. • Attendance at Rotary – Rotaract events if requested.	Zones: 11: PDG Alain Finix 12: PDG Gianni Montalenti 13B: PDG Pedro Valenzuela Godoy (Spain) Miguel Real Mendes (Portugal)	30 June 2015

	Goal: Focus on recruiting women.	**Responsibility**	**Target Completion Date**
	D. Diversity		
D.1	Task Forces: Diversity. Tasks: • Promotion of diversity within the Clubs of the Zones. • Monitoring of the changes in diversity within the Clubs. • Direct connection with the Districts and selected Clubs. • Attendance at possible District's events dedicated to diversity if requested.	Zones: 11: PDG Christiane Berne-Gay 12: PDG Mario Giannola PDG Maria Rita Acciardi 13B: PDG Pedro Valenzuela Godoy (Spain) Miguel Real Mendes (Portugal)	30 June 2015