2013-14 Regional Membership Plan Executive Summary and Action Plan
Region: Europe B- 13A, 13C, 18B

Profile

Region	Belgium, Luxemburg, The Netherlands, Switzerland
Zones	13A, 13C, 18B
Director(s)	Holger Knaack
Project Lead	RC Peter Iblher
Rotary Coordinators	Paul Gelders

Goals

Criteria	*Key performance indicators*
A. INCREASE MEMBERSHIP DIVERSITY	• Increase women in Rotary in the zones by 6% • Increase Rotarians aged 40 or less by 8%
B. DEVELOP SKILLED AND INFORMED ROTARIANS	• District Trainers and Chairs of District Membership Committees in 100% of all Districts will be trained to use the Regional Membership Plan resources to support clubs and district
C. CLUB ASSESSMENT	• 50% of clubs will use Rotary Club Central to enter their goals and update members' demographic information
D. ENHANCE BRAND RECOGNITION AND AWARENESS	• 60% of clubs conduct at least 3 service activities each year that are open to non-members • All clubs will be compliant with RI's new 'Strengthening Rotary' visual identity guidelines • 25% of all clubs will have rejuvenated website, social media and public image assets
E. DMCs IN ALL DISTRICTS	• 100% of districts have a designated District Membership Chair

ACTION PLAN: 2013-2014

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	A. INCREASE MEMBERSHIP DIVERSITY		
A1	Create tools for districts and clubs to: • Identify opportunities to improve diversity in clubs • Develop communication strategy for increasing diversity	Project Leads, RCs, RPICs, DGs, District Trainers, District Membership Chairs, Club Presidents	GETS PETS
A2	Promote RI membership to: • New classifications • RI and TRF Alumni • Family of Rotarians • Rotaractors when they exit this organization • mixed gender clubs where there are only single-gender clubs • Round Table members when they exit this organization • Jaycees when they exit this organization	RC, RPIC, DGs, DGEs, District Trainers, District Membership Chairs, Club Presidents	GETS PETS Membership seminar
A3	Create E-clubs	RC, RPIC, DGs, DGEs, District Trainers, District Membership Chairs,Club Presidents	May 2014
	B. DEVELOP SKILLED AND INFORMED ROTARIANS		
B1	Encourage greater participation in RI webinars	Director, Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
B2	Encourage participation in events and programs, e.g. District conferences, District assembly, RI Convention, which enhance Rotary awareness	Director, Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
B3	Encourage and support new Rotarians to learn more about Rotary	DGs, Club Presidents	Ongoing
B4	Promote adoption and implementation of Regional Membership plan	Director, Project Leads, RMP committee members, RCs, DGs	Ongoing
	C. CLUB ASSESSMENT		
C1	Support clubs to prepare strategic plans	Project Leads, RCs, RPICs, DGs, Club Presidents	1st Quarter
C2	Encourage all clubs to enter their goals into Rotary Club Central	DGs, DGEs, District Membership Chairs, Club Presidents	1st Quarter 2014
	D. ENHANCE BRAND RECOGNITION AND UNDERSTANDING		

D1	Encourage clubs to rejuvenate website, social media and public image assets	Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
D2	Encourage clubs to conduct at least 1 service projects open to non-members	Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
D3	Integrate membership message with PR campaigns	Project Leads, RCs, RPICs, DGs, Club Presidents	Ongoing
	E. DMCs in ALL DISTRICTS		
E1	Make sure all districts have a designated membership chair	DGs, DGEs	September 2013

2013-14 Regional Membership Plan Executive Summary and Action Plan
Region: Europe B- 14, parts of 19

Profile

Region	Germany
Zones	14, parts of 19
Director(s)	Holger Knaack
Project Lead	Peter Iblher
Rotary Coordinators	Peter Iblher

Goals

Criteria	*Key performance indicators*
A. INCREASE MEMBERSHIP DIVERSITY	• Increase women in Rotary in the zones by 6% • Increase Rotarians aged 40 or less by 10% • Create 10 new clubs especially from Rotary experienced potentials and new classifications
B. DEVELOP SKILLED AND INFORMED ROTARIANS	Leadership training as to club vitality and membership development of all 15 districts for • DGs and DGEs within German Council of Governors (3 meetings incl. 1 special meeting for DGEs) • Club presidents and district chairs at PETS, DTAs and special district seminars • District Membership Chairs, 3 seminars
C. CLUB ASSESSMENT	• 30% of clubs will use Rotary Club Central to enter their goals and update members' demographic information
D. ENHANCE BRAND RECOGNITION AND AWARENESS	• All clubs will be compliant with RI's new 'Strengthening Rotary' visual identity guidelines • 30% of all clubs will have rejuvenated website, social media and public image assets
E. DMCs IN ALL DISTRICTS	• 100% of districts have a designated District Membership Chair

ACTION PLAN: 2013-2014

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	A. INCREASE MEMBERSHIP AND DIVERSITY		
A1	Create tools for districts and clubs to: • Identify opportunities to improve diversity in clubs • Develop information and argumentation for increasing diversity	RC, RPIC, DGs, DGEs, District Trainers, District Membership Chairs, Club Presidents	Sept. 13 GETS Nov. 13 Jan. 14 PETS Mar. 14
A2	Develop and act on concepts to promote RI membership to: • New classifications and immigrants • Rotaractors when they exit this organization • RI and TRF alumni • qualified project partners • family of Rotarians	RC, RPIC, DGs, DGEs, District Trainers, District Membership Chairs, Club Presidents	Sept. 13 GETS Nov. 13 Jan. 14 PETS Mar. 14
A3	Develop understanding of digital meetings and communication with Eclubs	RC, RPIC, DGs, DGEs, District Trainers, District Membership Chairs, Club Presidents	Jan 14 April 14
	B. DEVELOP SKILLED AND INFORMED ROTARIANS		
B1	Motivate participation in and conduct seminars on • membership development and rejuvenation • club vitality • new members • Rotary as a service organization Encourage use of learning section of RI website and webinars	DGs, DGEs, District Trainers, District Membership Chairs, Club Presidents	ongoing
B2	Encourage participation in events and programs, e.g. district and theme conferences, polio days, RI Convention, which enhance Rotary awareness	Director, Project Leads, RCs, RPICs, DGs, Club Presidents	ongoing
B4	Promote adoption and implementation of Regional Membership plan	Director, RCs, DGs, DGEs	ongoing
	C. CLUB ASSESSMENT		
C1	Support clubs to prepare strategic plans	Project Leads, RCs, RPICs, DGs, Club Presidents	1st Quarter 14
C2	Encourage all clubs to enter their goals and update demographic information into Rotary Club Central	DGs, DGEs, District Membership Chairs, Club Presidents	1st Quarter 14
	D. ENHANCE BRAND RECOGNITION AND UNDERSTANDING		
D1	Encourage clubs to rejuvenate website, social media and public image assets	RPICs, DGs, DGEs, Club Presidents	ongoing
D2	Integrate membership message with PR campaigns	Project Leads, RPICs, DGs, DGEs, Club Presidents	ongoing
	E. DMCs in ALL DISTRICTS		
E1	Make sure all districts have a designated membership chair	RC, DGs, DGEs	September 2013