2014-15 Regional Membership Plan Executive Summary and Action Plan
Region: Latin America - Zones 21A, 22 & 23

Profile

Region	Latin America
Zones	Zones 21, 22, & 23
Director(s)	Celia Elena Cruz de Giay
Project Leads	PDG Jorge Aufranc (Zone 21A) PDG Jose Luiz Fonseca (Brazil) RID Celia Giay (Zone 23B and C)
Rotary Coordinators	RC Allen Sellers, Zone 21A RC Altimar Fernandes, Zones 22A & 23A RC Henrique Vasconcelos, Zone 22B RC Daniel Elicetche, Zones 23B & C
30 June 2015 Goal	**100,000**

Goals

Criteria	
A. DEVELOP INFORMED AND COMMITTED ROTARIANS ABLE TO INCREASE AND RETAIN MEMBERSHIP	
B. ENHANCE BRAND RECOGNITION AND AWARENESS.	
C. INCREASE MEMBERS RECRUITMENT AND INCREASE MEMBERSHIP RETENTION	

ACTION PLAN

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	A. DEVELOP INFORMED AND COMMITTED ROTARIANS ABLE TO INCREASE AND RETAIN MEMBERSHIP		
A.1	21 Districts: Membership Chairs Training at Zone Institute (Zone 23 B and C: LIMA, PERU). Lodging/meal/logistic for a day training • To use and follow up the Regional Membership Plan Resources – human and materials – to support clubs and districts. Training materials will be shared with their zones and districts following the institute.	District Membership Chairs	
A.2	17 Districts: Membership Chairs Training at Zone Institute (Zone 21A: ANTIGUA, GUATEMALA). Lodging/meal/logistic for a day training • To use and follow up the Regional Membership Plan Resources – human and materials – to support clubs and districts. Training materials will be shared with their zones and districts following the institute.	District Membership Chairs	
A.3	38 Districts: Membership Chairs Training at Zone Institute (Zone 22 A, B and C: FOZ DE IGUAZU, BRASIL). Lodging/meal/logistic for a day training • To use and follow up the Regional Membership Plan Resources – human and materials – to support clubs and districts. Training materials will be shared with their zones and districts following the institute.	District Membership Chairs	
A.4	Phone Communications (U$S 1000 for each zone): • International Phone calls	Director, Project Leads, District Leaders	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	B. ENHANCE BRAND RECOGNITION AND AWARENESS		
B.1	Create Folders and Trainer Material Copies To be distributed to District Leaders in zones and Institute events	District Leaders	
B.2	Distribution of Membership Material to Districts - 74 Districts at $50 each	District Leaders	

	Goal/Steps for Achieving Goal	Responsibility	Target Completion Date
	C. INCREASE MEMBERS RECRUITMENT AND INCREASE MEMBERSHIP RETENTION		
C.1	Cost of travel/lodging for Zone **21A** Project Lead Membership Committee Trainers plus DG meeting. Holding meetings with all District Governors in each zone to: A. Evaluate the implementation of the plan B. To develop strategies to optimize the management C. To follow up of all best location for new clubs in the remaining semester.	Project Lead Membership Committee Trainers, District Governors	
C.2	Cost of travel/lodging for **Zone 22A, B, and C** Project Lead Membership Committee Trainers plus DG meeting.	Project Lead Membership	

	Holding meetings with all District Governors in each zone to: A. Evaluate the implementation of the plan B. To develop strategies to optimize the management C. To follow up of all best location for new clubs in the remaining semester.	Committee Trainers, District Governors	
C.3	Cost of travel/lodging for **Zone 23 B and C** Project Lead Membership Committee Trainers plus DG meeting. Holding meetings with all District Governors in each zone to: A. Evaluate the implementation of the plan B. To develop strategies to optimize the management C. To follow up of all best location for new clubs in the remaining semester.	Project Lead Membership Committee Trainers, District Governors	
C.4	Club Extension for all Zones in 21 countries and 74 districts: Research of all best location for new clubs and travel to some pilot location		