Regional Membership Plan Executive Summary
Region: Taiwan

Profile

Region	Taiwan
Zone	10B
Directors	Juin Park, 2012-2013 Sangkoo Yun, 2013-14
Rotary Coordinator	Yen-Shen Hsieh (Electronics), Zone 10B
Countries/ Geographic Areas	People's Republic of China, Hong Kong, Macao, Mongolia, Taiwan
Districts	52, 3450, 3460, 3470, 3480, 3490, 3500, 3510, 3520

Goals

Specific membership growth goals have been set for the region for the next three years:

Zone 2012-13 overall annual goals

- ✓ Retention: reduce member loss to < 5% yearly
- ✓ Improve gender ratio: female membership of > 18%
- ✓ New Generations: 10% age under 35
- ✓ More contributors: $100 per capita
- ✓ Improve diversity
- ✓ Create a large project
- ✓ Plan of future redistricting

District-specific 3 year goals:

Membership Growth

District	2012	2013	%	2014	%	2015	%	Net Growth
3450	1,802	2,000	11%	2,100	5%	2,200	5%	398
3460	3,933	4,051	3%	4,172	3%	4,298	3%	365
3470	1,725	1,775	3%	1,825	3%	1,885	3%	160
3480	3,636	3,745	3%	3,857	3%	3,973	3%	337
3490	2,633	2,764	5%	3,150	14%	3,307	5%	674
3500	3,502	3,600	3%	3,700	3%	3,800	3%	298
3510	2,254	2,450	9%	2,700	10%	2,900	7%	646
3520	4,321	5,053	17%	5,858	16%	6,741	15%	2,420
Total	**23,806**	**25,438**	**7%**	**27,362**	**8%**	**29,104**	**6%**	**5,298**

Increase Number of Clubs

District	2012	2013	%	2014	%	2015	%	Net Growth
3450	67	69	3%	71	3%	73	3%	6
3460	93	94	1%	95	1%	96	1%	3
3470	55	56	2%	57	2%	58	1%	3
3480	101	103	2%	106	3%	110	4%	9
3490	71	73	3%	74	1%	75	1%	4
3500	97	100	3%	102	2%	104	2%	7
3510	71	74	4%	77	4%	80	4%	9
3520	108	118	9%	128	8%	138	8%	30
Total	**663**	**687**	**4%**	**710**	**3%**	**734**	**3%**	**71**

District 3450

- ✓ Increase membership to over 2,000 for the next three years
- ✓ Charter two new clubs yearly for the next three years
- ✓ Increase female membership to 26%

District 3460

- ✓ Charter one new club yearly for the next three years
- ✓ Increase membership up to 4,000 within three years

District 3470

- ✓ Charter one new club yearly for the next three years
- ✓ Achieve membership growth of 3% yearly for the next three years

District 3480

- ✓ Improve weak clubs
- ✓ Support small sized clubs to grow into medium size clubs, and medium size clubs to grow into large size clubs
- ✓ Set membership growth to 3% yearly for the next three years
- ✓ Charter five new clubs in 2013-14
- ✓ Achieve the goal of male and female ratio of 4:1

District 3490

- ✓ Charter 1-2 new clubs yearly for the next three years
- ✓ Achieve membership growth of 5% yearly for the next three years
- ✓ Award a new car to the club with membership growth of 10% in one year

District 3500

- ✓ Support weak clubs that have encountered challenges in the past five years
- ✓ Support small sized clubs to grow into medium size clubs, and medium size clubs to grow into large size clubs

District 3510

- ✓ Charter three new clubs, three Rotaract clubs and three Interact clubs yearly for the next three years
- ✓ Increase 200 members every year
- ✓ Establish goal of 3000 members by 2015

District 3520

- ✓ Increase membership by 6% in three years
- ✓ Charter four new clubs this year, another two new clubs are in the process
- ✓ Charter 10 new clubs by 2015
- ✓ Achieve the goal of male and female ratio of 7:3

Key Activities

Specific activities are planned to address membership issues and reach the goals:

Overview

- DG will prioritize membership development and keep it visible by talking about the membership initiative regularly at all occasions such as DG's visit
- Membership Committee has been structured in a way that it forms a bigger think-tank and action group for membership strategies, and provides more resources and support to clubs
- Implement monthly meeting of the Membership Committee to brainstorm initiatives, keep track of membership development, discuss and address specific membership issues
- Engage and leverage influence of different committees such as Public Relations and Services Committee in the district to address membership
- Encourage clubs to set membership goals
- Use recent district membership survey recommendations in future activities

Specific strategies and tactics

- Maintain the balance of quality and quantity
- Emphasize the strategies and tactics on member retention over attracting new members
- Educate and inspire existing members to translate their passion into relevant social causes to improve conditions of communities and environment; by this strategy, members will be more aware of the core purpose of Rotary and more conscious of the value and honor of being a Rotarian
- Determine and respond to members' needs
- Consolidate and update membership resources and tools, make them available online for clubs with ease
- Organize district membership seminar with focus on retention and engagement of existing members
- Update existing members thoroughly on new Rotary priorities and set out ways for them to become involved
- Provide continued Rotary education to both new and existing members
- Organize a Rotary Leadership Institute
- Obtain regular feedback from members through club surveys, club assemblies, etc… on their satisfaction with the club, its programs and events
- Implement changes when necessary to ensure members' satisfaction
- Membership Committee will effectively communicate with club presidents and club membership chairs in a timely manner to provide information and support to them
- Encourage Rotarians to share their Rotary stories
- Continue the Membership Benefit Scheme (Rotary membership card with benefit)
- Monthly membership gain/loss reports of each club (to identify potential membership issue)

Specific strategies for development and retention of new members

- Implement methods to involve new members in club activities
- Orient and get new members involved
- Provide Member Welcome kit to new members when they are being inducted
- Provide new members with a personalized welcome letter from their DG
- Groom new members for club leadership roles
- Membership committee chair to attend all new member inductions

Strategies and tactics to increase the number of new clubs and viability of new clubs (including e-clubs)

- Research the territorial potential to set up new clubs taking into consideration the density of existing clubs, the strength of likely sponsor clubs, and in particular, the zeal, devotion, desire and abilities of the leaders of such likely sponsor clubs
- To increase the viability (financial and institutional) of new clubs, set a membership threshold of the number of charter members for the year 2012-2013; in principle, we will not encourage creation of a new club that has less than 40 charter members
- District 3480 is currently organizing a second e-club as their district is in a high-technology developed metropolitan area
- Formation of new clubs that consist of Mandarin speakers
- Identify suitable candidates to be the charter president who will have the drive to follow through and form the new club
- Encourage new clubs to meet at less expensive venues
- Organize fellowship events for potential members to meet with existing Rotarians
- Strengthen and develop relationships with other professional associations to cultivate prospect lists for membership leadership
- Conduct a detailed analysis on existing district membership profile (gender, classification, etc…) to identify shortfall
- Identify potential sources of new members such as guest speakers and alumni
- Coordinate membership exhibits for different district and club events to attract potential members
- Manage and monitor the referral of potential members from RI and district website to increase the rate of joining Rotary
- Learn the reason(s) why each member joins (or wants to join) the club
- Promote the new member sponsor pin to clubs
- Introduce a multi-level recognition program to Rotarians for induction of new members including re-engaging former members
- Plan a new Members-Get-Members campaign
- Introduce a Sponsor-a-Membership contest for all the different areas in the district
- Arrange district recognition and awards on membership at various intervals during the Rotary year

Strategies and tactics to increase female members

- Publicize widely the United States Federal Supreme Court's decision in Board of Directors of Rotary International v. Rotary Club of Duarte (1987) which held that admitting women to Rotary would significantly enhance Rotary's humanitarian, social and ethical objectives
- Focus on professional categories that women have been gradually equaling in or even outnumbering men in Taiwan such as the related businesses of law, medicine, accounting, finance, and arts

- Encourage clubs with a single gender to invite women to join their clubs
- Strengthen and develop relationships with other professional associations with female members such as JCI
- Encourage female members to accept leadership roles at district and club level
- Plan a new Ladies-Get-Ladies campaign

Strategies and tactics to increase the percentage of Rotarians under the age of 40

- Promote Rotary as a worthwhile worldwide network to join
- Share the benefits of Rotary membership i.e. access to training and worldwide service projects
- Strengthen and develop relationships with other professional associations with young members such as JCI
- Create new clubs consisting of the next generations (sons and daughters) of Rotary families
- Create new clubs consisting of new generation (such as Rotaractors, Alumni etc.)
- Create new clubs that consists of young professionals (under 40 years old)
- Organize events to attract young generations such as sports days, tennis tournaments, karaoke competitions, etc…
- Use social media to promote district and club events and service opportunities
- Encourage clubs to meet at less expensive venues
- Encourage younger leaders to accept club and district leadership roles

Strategies and tactics to re-engage former members

- Encourage clubs to invite former members to attend club and district events
- Organize events to connect with former members
- Survey members to learn the reason(s) why members resign (or want to resign) from their club
- When a club member resigns, the DG will send them a farewell letter and encourage them to rejoin Rotary when the time becomes suitable again
- Identify the reason(s) why members leave Rotary
- Encourage clubs to make improvements to retain members
- Invite former members to district level activities and trainings to improve their perception of Rotary
- Provide opportunities to former members to get involved in service projects