2015-16 Regional Membership Plan Executive Summary and Action Plan
Region: Africa - Zone 20A

Profile

Region	Africa
Zones	20A
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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 • Each District to appoint a Membership Officer in each country	Director, RC DGs	30 July	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 • Each District to appoint an IT Officer • Train Membership Committee Chairs/members • Production of a DVD on mentorship • Develop Culture of Leadership at club and district level (during the PETS)	DGs, RCs, ARCs, DGs DG's, District Leaders, ARC's	30 October	40 % of the districts will have Trained Committee Chair/ Member. Distribute CD to clubs.
A.3	Assist clubs in setting and tracking goals in Rotary Club Central • District level training of Club IT Officers on Rotary Club Central • Monitor RCC on Monthly basis to ascertain target	DGs, ARC s IT Officers	30 August	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. • District level training of Club IT Officers on Rotary Club Central	DGs, RCA s IT Officers	30 August	30% of all cubs will have rejuvenated website, social media and public image assets.
A.5	Supports clubs in conducting Club Assessments and developing a written multi-year membership strategy • Arrange Regional basis workshop	DGs, RC, RCA s, District Leaders	30 October	30% of clubs will have conducted a Club Assessment and developed a written multi-year membership strategy
A.6	Schedule teleconferences, webinars, etc., to discuss strategies, challenges, and how to improve membership development • Organize Zone Conference / Webinars on Membership Development	DGs, RC, RCA s, District Leaders	On going	Reach at least 40% of the clubs

	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 • Identify Cause of Departures	DGs, Dist Com Leaders ,RC , RCAs,	30 November	End of District Assemblies
B.2	Encourage and support districts to charter new Rotary clubs	DGs, Dist Com Leaders ,	Ongoing- 30 June 2016	Each district will charter at least one new Rotary club
B.3	Improve the gender diversity rate of club members • •	DGs, Dist Com Leaders ,RC , RCAs,	31 December	Improve the gender diversity rate of club members by at least 2 percentage points
B.4	Improve the age diversity rate of club members • •	DGs, Dist Com Leaders ,RC , RCAs,	31 December	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 • Engage with Govt and Local Municipalities • Engage with Corporates and business Chambers	DGs, Dist Com Leaders ,RC , RCAs,	Ongoing- 30 June 2016	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. • Motivate Districts to realize large projects	DGs, Dist Com Leaders ,RC , RCAs, Rotaractors	31 January 2016	Select three large projects to support 5000 USD each.

	Goals and Tactics	Responsibility	Target Attainment Date	Targets
	C. Member Engagement			
C.1	Increase new member sponsors • Motive to use the New member sponsorship pin • Have at least one person in each club to sponsor a new member	DGs, Dist Com Leaders ,RC , RCAs,	31 December 2015	Increase new member sponsors by at least 1 percentage point
C.2	Improve the member retention rate in each district • Create Zone-level Award for the highest three retention rate achievement	DGs, Dist Com Leaders ,RC , RCAs,	31 July	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 • Create ZONE level membership award for the districts • Invite the winners to the ZONE Rotary y Institute	RCs	Monthly	Sent every month one letter to 13 DG's and DGE's for sharing with the Rotarians in the district
C.4	Utilize the Club Viability Report to identify clubs with retention rates below The Membership Plan benchmark	RCs	1July – 30 June 2016	Communicate with the DG's every month
C.5	Increase My Rotary registration and usage • Awareness and Training at District Assembly.	DGs, Dist. Com Leaders ,RC , RCAs, IT Officers	On going	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 • Circulate the best Rotary stories every month with News letter	DGs, Dist Com Leaders ,RC , RCAs	1July -30 June 2016	Select best 5 Stories to present the next Zone Rotary Institute by the owner