

Rotary Club of Center City

Membership Planning

(Worksheet I Sample)

Today's Date March 1, 2014



Goal: Increase number of members in club from 46 on June 30, 2014 to a minimum of 50 by June 30, 2015 (+4 increase or net 8.7%)

Objective 1: Increase average club retention from 89% to 92.5%

Completion date: 7/1/15 for the 2014-15 year Measure (quantitative): Maximum loss of 3 members
How do you and others know if it has been achieved?

Method Measured: Rotary Club Central Club Report, Club Secretary Report; SAR; RI Official Membership Report

Interim Measure (if needed)

Date: 1/31/15 Measure (quantitative): 90.5% retention (maximum loss of 1 member)

Plan/Coordinate with: membership chair (lead) with service and admin chairs, and club trainer; involvement of all board members

Objective 2: Attract 7 or more qualified new members with 60% under the age of 40

Completion date: 6/30/15 for the 2014-15 year Measure (quantitative): Induction of new members and age category
How do you and others know if it has been achieved?

Method Measured: Club Secretary Membership Report; SAR; RI Official Membership Report; Member Club Profile Data

Interim Measure (if needed)

Date: 12/31/14 Measure (quantitative): Minimum 4 new members inducted; 3 under age 40

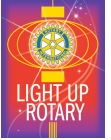
Plan/Coordinate with: membership chair (lead) with admin and service chairs, club secretary, club treasurer, trainer

Rotary Club of Center City

Membership Action Planning

(Worksheet II Sample)

Today's Date March 1, 2014



Objective: Increase average club retention from 89% to 92.5%

<i>Key steps to reaching objective</i>	<i>Who is responsible?</i>	<i>Date start</i>	<i>Date complete</i>	<i>Resources needed (\$ and other)</i>	<i>Plan/ Coordinate with</i>	<i>Who will follow up?</i>	<i>Report date</i>
1. Develop/Implement a new member mentor program	Engagement chair (Robert)	7/15	9/30	\$0 Samples from other clubs and District Engagement Chair (Harriett)	Service chair (Steve)	Membership chair (Sue)	8/6, 9/6 -- club board meeting; report to club 10/8
2. Conduct the Rotary Member Involvement Appraisal and implement an engagement plan for members of 2 years or more	Engagement chair (Robert)	8/1	10/31	\$0; District Engagement Chair (Harriett) for ideas	Service chair (Gary) all members have project involvement	Membership chair (Sue)	8/6, 9/6, 10/8 – club board meeting; report to club 11/12
3. Conduct training for board members and committee chairs on how to use Rotary Club Central to set goals and assess club progress in membership engagement and other club priorities	Club trainer (Steve), Admin chair (Bill), Membership chair (Sue)	7/15	8/31	\$200 for supplies and snacks; support from District Trainer (Kevin)	Club trainer (Steve), Admin (Bill)	President (Stephanie)	8/6; present at club meeting 9/10
4. Implement challenge for board members to induct a new members at the first meeting in July	Club President (Stephanie) and each board member (7)	3/1	7/5	\$0; support from Membership and Attraction Chairs (Sue and Pete) and District Attraction Chair (Mark)	Club President (Stephanie) and each board member	President (Stephanie)	4/9, 5/7, 6/4, 7/2