



Rotary District/Club Membership Action Planning

(Worksheet II Template)

Today's Date August 27, 2012

Objective: Increase average club retention in from 89% to 92.5% (maximum loss of 122 members)

| <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>Who will follow up?</i> | <i>Report date</i> |
|--|---|-------------------|----------------------|--|---|-------------------------------------|
| 1. Assist clubs in establishing a new member mentor program by providing a template program and implementation support | District Membership (Robert - engagement chair) | 10/15/12 | 12/31/12 | \$0 Samples from other districts | AGs for own clubs | 12/5, 1/5 - district leader meeting |
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| 2. Support clubs in conducting the Rotary Member Involvement Appraisal and making/implementing a written retention action plan | AGs for own clubs | 9/1/12 | 11/15/12 | \$0 | District Membership (Robert - engagement chair) | 10/5, 12/5 |
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| 3. Provide training to clubs on use of Rotary Club Central to measure member retention and involvement | District Training Team (Sue - chair) | 11/1/12 | 12/15/12 | \$200 for supplies | AGs for own clubs | 11/5, 1/5 |
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| 4. | | | | | | |
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| 5. | | | | | | |
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| 6. | | | | | | |
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