

# Rotary Membership Action Plan (MAP)

## Quick Reference Guide

### What MAP Is

- A structured, repeatable framework for strengthening clubs
- Supports Rotary's Action Plan
- Helps leaders focus on attraction, engagement, retention, and adaptability

### Why MAP Matters

- Membership drives club health
- MAP provides clarity and direction
- Improves onboarding and engagement
- Supports leadership transitions
- Strengthens club identity and value
- Aligns club goals with Rotary International

### Key Definitions

- Attraction: Identifying audiences and communicating value
- Retention: Understanding motivations and sustaining
- Engagement: Integrating members into meaningful roles
- Adaptability: Innovating and using data to guide decisions

# MAP in Action for Club Presidents

## Practical Tools

### Quick-Start Checklist

- Appoint an active Membership Chair
- Set annual membership goals
- Review progress monthly
- Integrate MAP into committees
- Share value stories regularly
- Promote service as a pathway to peace

### Simple MAP Metrics

- New members
- Member losses
- Participation levels
- Service engagement
- Prospective member pipeline
- Onboarding completion

### Quick-Start Checklist

- Define your club's value
- Identify target audiences
- Strengthen onboarding
- Build engagement pathways
- Monitor retention indicators
- Adapt continuously

### Peace Through Service

- Every act of service builds trust and strengthens communities
- MAP helps clubs create the conditions for peace through intentional engagement