

Welcome to



Membership Action Planning

IPDG Hugh Dawkins

Zone 33 Assistant Rotary Coordinator

Gary King

Chair District 7630 Membership Committee

Why am I a Rotarian?

Why should my club grow its membership?

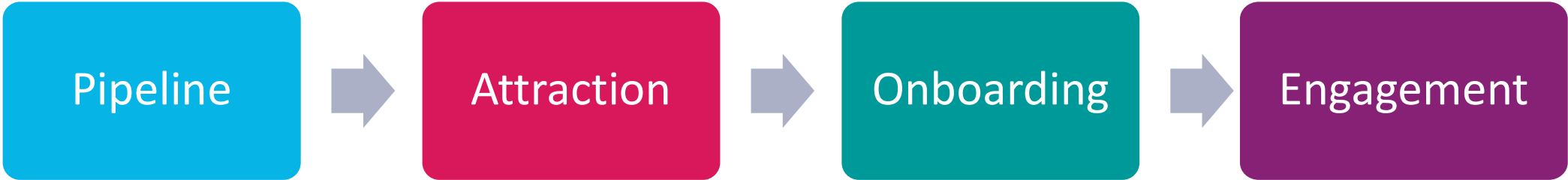
Do I have my club membership chair?

Does my club have a membership plan?

**Every Club
needs a
MAP VISION
to Grow
Membership**



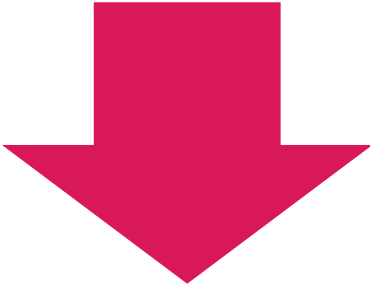
MEMBERSHIP SYSTEM



OUTCOMES



**Consistent,
Moderate Growth**



**Decline &
Attrition**

why

Rotary
Zones 33-34



Membership
Action
Plan



Create a Membership Pipeline



WHO DO YOU KNOW?

Identify

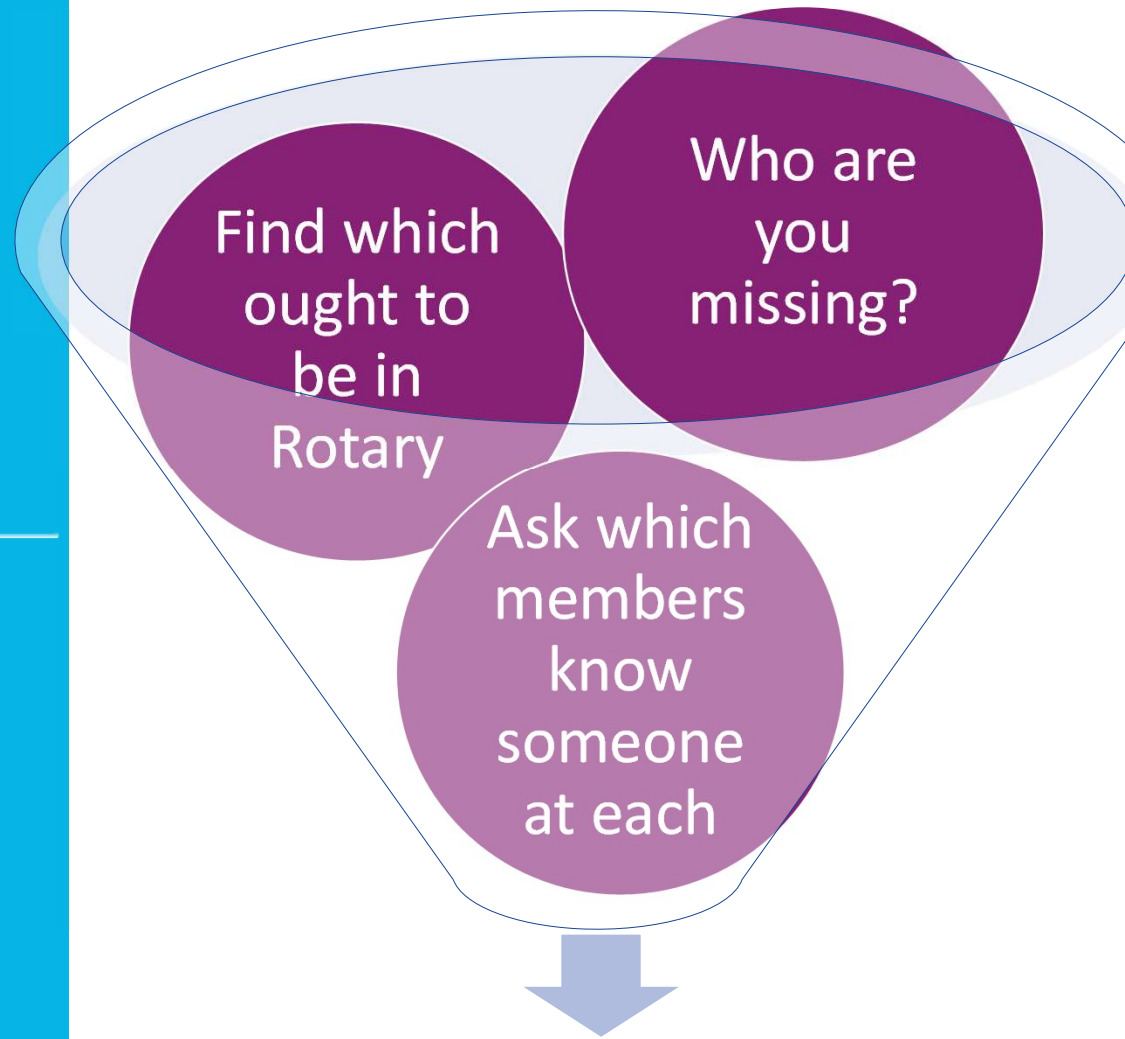
Ask

Follow-Up

Download "How-to"
RIZones33-34.org
Search: Know

IDENTIFY GAPS

Download "How-to"
RIZones33-34.org
Search: Gap



Have member invite

1-on-1
Conversation



Commitment

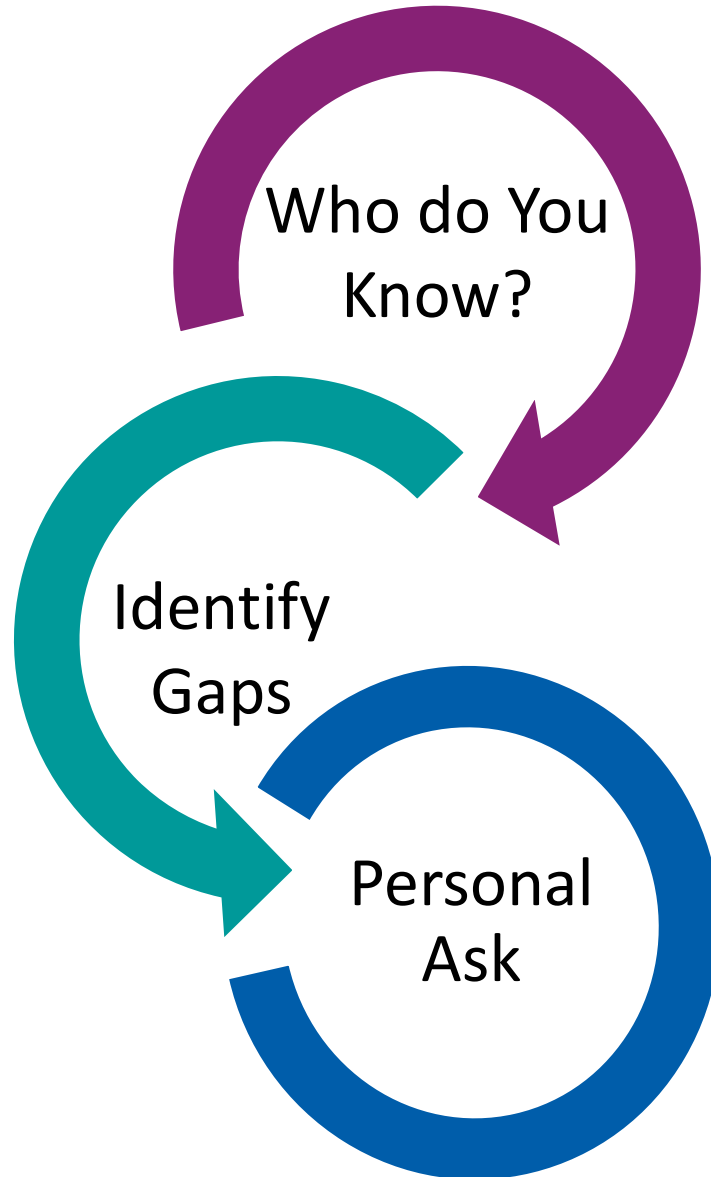
Invite
prospect to
event or
service

PERSONAL ASK

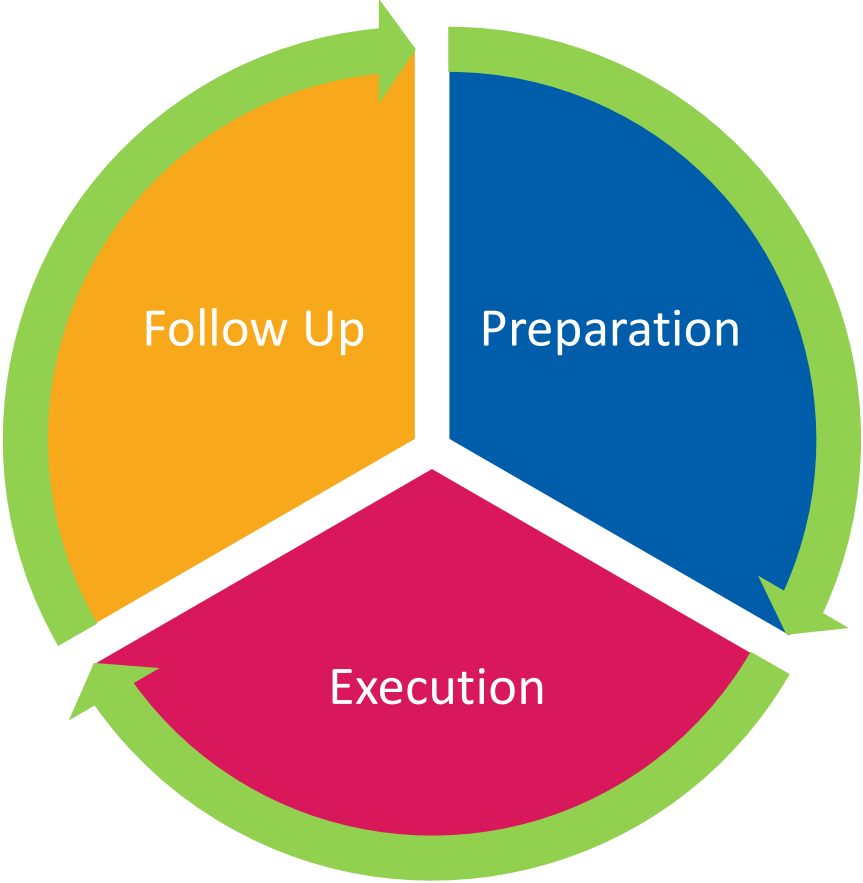
President or Club Membership Chair

Download "How-to"
RIZones33-34.org
Search: Personal

Recap



A
Successful
Outcome--





Let's look at Club Membership Plan

Written Plans = Success

- 4 Essential Success Factors
- Plan Template available in MS-Word
- www.RIZones33-34.org Search: 1-page

Success Factor 1- Prospect Identification (Lead Generation)

Current Membership: _____ members Average Annual Attrition: _____ members

Membership Goal -- Grow by _____ members (net), requiring _____ new members (growth + attrition)

Actual data at: tinyurl.com/membershipgoal Membership Goal Worksheets – your district/club

Our Membership Challenges -- What are the membership challenges facing our club?

High Attrition rate?

Low Attraction Rate?

Maintaining existing growth momentum?

Prospect Identification (Lead Generation) – What is our plan for prompting members to think of candidates AND for inspiring members to contact them? Intentional strategy(ies) we will use:

Who's responsible/accountable?

Success Factor 2 - Attracting Members

Attracting Members – How will we make our club attractive to prospects? How will we tell the Rotary story? Intentional strategy(ies) we will use:

Who's responsible/accountable?

Success Factor 3 - Onboarding New Members

Onboarding New Members – How will we ensure that new members understand Rotary, our club, expectations and opportunities for service?
Intentional strategy(ies) we will use:

Who's responsible/accountable?

Success Factor 4 - Retaining Members

Retaining Members -- How will we improve our club experience so members want to remain in Rotary? How will we make our service projects more compelling for our members? Intentional strategy(ies) we will use:

Who's responsible/accountable?



Questions?

Comments?

