



Membership Growth Plan Rotary Club of _____

Due
April 15, 2021

Save this template as an MSWord file where you can work on it until complete.

Clubs should complete a written Club Membership Growth Plan no later than April 15 to ensure success in the most important Key Performance Indicator (KPI) of a healthy, vibrant Rotary club -- consistent, moderate membership growth. Clubs that already have comprehensive written membership plans may provide those instead.

Rotary is a Membership Organization and Our Product is Service. If you get Membership right, pretty much everything else takes care of itself. If you don't get membership right, everything else is a struggle for the whole year. Work on membership **first**, get your membership committee up and running **first, and** then attend to other priorities.

There is a huge difference between a membership slogan or concept and a membership plan. An effective membership plan addresses all 4 essential success factors of club membership growth. To be successful, a club must plan and execute intentional, effective strategies for each of these areas:

- 1. Prospect Identification (Lead Generation)** - A club must create and execute effective strategies for regularly prompting and inspiring members to bring a consistent stream of friends, neighbors and business associates to consider Rotary as part of their lives. This is the most common "missing link" in most club plans.
- 2. Attracting Members** - Effectively presenting Rotary to qualified potential members. Many clubs experience a 50%+ success rate with potential members attending a **Rotary Information Hour**. We have a great product, and people will join if we present it well.
- 3. Onboarding New Members** - The first step in long-term retention of members is an effective Rotary orientation and training program. Engaging members in the club's activities during their first year of membership is essential to retention success.
- 4. Retaining Members** - It's much easier to retain a member than to find a replacement. Members stay because a club does meaningful, **Rotary-branded** service projects of its own (not writing checks to other non-profits). Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other. Clubs with attrition rates over 15% should prioritize these strategies. Start with the [Rotary Club Health Check](#).

The 1-Page Membership Plan Template that follows is a framework for you to identify intentional strategies for success in these 4 essential areas. Built in MS-Word format, you may edit or modify as it suits your club and your plan. Sections expand as you build your plan.

You may wish to take advantage of several excellent resources that have proven helpful for other clubs:

- 10 Intentional Membership Strategies that **work**: <https://www.rizones33-34.org/?s=intentional>
- Recipe for a Successful Membership Event: <https://www.rizones33-34.org/?s=recipe>
- Rotary Club Health Check: <https://my.rotary.org/en/document/rotary-club-health-check>

Your Assistant Governor will work directly with the president, membership chair and/or board of directors to provide ideas, suggestions and resources to help in the completion of your plan. Your District Membership team is also available to assist.

Membership Plans are due April 15. Please email your completed plan to your District Membership Chair, Assistant Governor and District Governor by that date.

Hope is not a strategy



Membership Growth Plan

Rotary Club of _____

Current Membership: _____ members **Average Annual Attrition:** _____ members
Membership Goal -- Grow by _____ members (net), requiring _____ new members (growth + attrition)
Actual data at: tinyurl.com/7305Summit2021 Week 2, Membership Goal Worksheets – your 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?	

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?	

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?	

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?	