**Rotary International District 7770**

**2023-24 Membership Growth Plan**

 **“Together Let’s Grow Rotary”**

In Rotary we change lives for the better. A Rotarian is a person who digs wells, vaccinates children, restores eyesight, builds houses and schools, educates people, plants trees, and makes crawlers into walkers halfway around the world. We achieve none of this without a strong and committed membership base. Thus, a Rotarian is also a person who reaches out to others and says, “I’d like to tell you about how Rotary can make a difference in your life.”

The heartbeat of Rotary is membership growth. Building membership is Rotary’s top internal priority and every member is responsible for attracting new members to their club. Membership provides the heart, hands, and feet that get Rotary work done.

Rotary International tells us that Rotary Clubs typically penetrate less than 0.1% of their surrounding market when it comes to attracting new members. **Many people are waiting to be asked to join a Rotary Club.**

*“The job of a Rotarian should never be seen as a time commitment too great for a busy professional to consider. Otherwise, we close the door to contributions from people we need the most in Rotary – those with potential for decades of Rotary service and leadership. We need to meet people right where they are, at whatever stage of life they are in and welcome them.” PRIP Mark Maloney.*

**Vision**

We see District 7770 continuing to lead Zone 33 in membership growth. Our clubs are committed to consistent, moderate membership growth every year.

**Purpose**

The District Membership Growth Plan provides guidance and encouragement to clubs in their efforts to grow membership in 2022-23. Clubs will be encouraged and challenged to set membership growth goals, develop a strong growth culture, attract, and engage members, and adopt innovation club and membership approaches.

**District Membership Team (DMT)**

The District Membership Team is composed of leaders from all areas of D-7770 who have experience and expertise in how to successfully grow club membership. They are ready to support clubs by providing training and guidance in the following areas:

**Membership Goal**

Clubs are encouraged to grow membership moderately and consistently by 5%.

* The 2022-23 Membership Goal Worksheet is an excellent tool for understanding attraction, attrition and setting membership goals.
* Attrition is real and must be planned for.

**Membership Team & Plan**

Clubs are encouraged to develop a Membership Growth Team and a written annual Membership Growth Plan.

* One person does not a team make. Team size is determined by club size and membership growth needs.
* Membership Growth Plans will be submitted to the District Membership Chair (DMC) no later than May 30, 2022.

**Attracting New Members**

**Intentional Growth Strategies & Discover Rotary**

* Intentional Growth Strategies and Discover Rotary will help clubs consistently attract new members at a rate that exceeds attrition.
* Clubs are encouraged to embrace Intentional Growth Strategies & Discover Rotary to grow membership.
* Clubs should contact the DMT to schedule training on these critically important growth strategies.
* Clubs should apply for a MEG (Membership Event Grant) to support membership growth events such as Discover Rotary.

**Innovative Club & Membership Approaches**

* Implementing innovative club and membership approaches should be a priority for all clubs.
* District Innovative Club Advocates will assist clubs in developing satellite and companion clubs as well as creating new membership options.

**Leads Management**

* Rotary processes tens of thousands of membership leads every year from people around the world who want to be a Rotarian.
* The District Leads Manager (DLM) will manage the process for assigning leads to clubs in the district and periodically report progress.
* Clubs should review and act on all leads by contacting the candidate to determine if they are a good fit for the club. Follow up with the DLM to report results. Clubs should never squander membership leads.

**Member Engagement**

* To successfully engage and retain members, we must first understand why they join a Rotary Club and why they leave. People join Rotary to foster career, professional growth and networking and serve locally and globally. They leave clubs due to cost and time, club environment and unmet expectations.
* Engaged members routinely participate in club activities, meetings, events, and projects. They feel a strong attachment to their club because of the friendships and fellowship that comes with being a Rotarian.
* Engagement and retention must be critical components of a club’s Membership Growth Plan.

**Diversity, Equity, and Inclusion (DEI)**

* Clubs should ask the question “Does our membership reflect the diversity of the community we serve?”
* DEI can go a long way to address two of the biggest reasons members leave clubs: club environment and unmet expectations.

**Diversity**: We value diversityand celebrate the contributions of people of all backgrounds and welcome differences in ideas, thoughts, values, and beliefs.

**Equity:** We commit to advancing equity in all aspects of Rotary so that each person has access to resources, opportunities, networks, and support to thrive.

**Inclusion**: We strive to create an inclusiveculture where each person knows they are valued and belong.

**Membership Growth Culture**

* By embracing intentional growth strategies, we are in effect leading change and that means both club member behavior and club strategies.
* A club with a strong membership growth culture commits to growing membership consistently and moderately every year.
* Complacency can choke out creativity, energy, and a willingness to change and try new approaches to membership growth. There is no place for complacency in a Rotary Club.
* We must regard prospective members as customers and focus on meeting their expectations and creating a club experience that inspires them to invite others to join.

**New Member Onboarding**

* 50% of all new Rotarians leave their club within the first one to three years of membership. A strong new member orientation & training program will reduce that statistic significantly.
* A well-planned and meaningful new member induction ceremony will serve as inspiration for not only new club members but all club members.
* Clubs should develop a new member mentor program and assign each new member a mentor prior to the induction ceremony.
* A new member orientation & training program should be scheduled within the first 30 days after a new member joins a club.

**August Membership & New Club Development**

* August is Rotary International’s Membership and New Club Development month. A time for clubs to focus activities and programming on membership growth and new club development.
* Clubs should develop a plan for celebrating Membership & New Club Development month to include exciting and fun activities throughout the month.

**Training Opportunities**

* A variety of membership growth training opportunities are available and include PETS, spring and fall assemblies, and membership summits. In addition to the Club Membership Chair, Presidents and Presidents-Elect should plan to participate.
* Rotary International offers excellent training in their online Learning Center found at MyRotary.org.
* Zone 33 provides an easily accessible online training library of documents, reports, presentations, and videos.

**Membership Challenged Clubs**

* The DMT will focus on assisting clubs who are facing challenges in membership growth or who have 25 or fewer club members.
* The DMT will reach out to membership challenged clubs and offer training, consultation, and tools to grow their clubs.

**Membership Growth Toolbox**

* The DMT will develop and make available a Membership Growth Toolbox that will include a variety of supportive documents, strategies, guides, and checklists to help a club grow membership.

**Communications**

* The DMT will communicate to the clubs through the Assistant Governors, Presidents and Membership Chairs.
* Clubs will hear about membership growth monthly through a virtual meeting with the DG where time will be devoted to membership topics.
* Clubs will frequently be reminded of resources available at MyRotary.org and Zone 33 Resource Library.

**Plan updated as of 2-21-22**