

# MEMBERSHIP ACTION PLAN

PRESENTED TO CLUB SERVICE CHAIRS 8/5/09

## GOALS

Net Gain of 1 Member (45 + 1 = 46)

10% Attrition in Membership or 4.5 (45 - 4.5 = 40.5)  
Therefore Recruitment of 5.5 New Members Needed  
One Recruit Needed For Every 7.37 Active Members

## SUBCOMMITTEES

### RECRUITMENT (417-EN, Ch 2)

#### CLUB MEMBER TRAINING

##### Presentations at Club Meetings

Kickoff Presentation 8/7  
Membership Recruiting

Weekly Vignettes in August  
How to Make up  
How to propose member

##### Bulletin Summarization

Membership Vignettes  
Membership Programs

#### PROSPECT SOLICITATION

##### Non-Rotarian Visitors at Club Meetings

Send bulletin e-mails  
Present What's Rotary

#### Community Projects & Events

Rotary Information Booth

Handouts

What's Rotary (2)  
Club Brochure  
Videos 427-EN, 449-EN

## Club Membership Focus Groups

### Tools

Classification Survey (226 –EN, p17)  
What's Rotary (2)  
Club Brochure  
Prospective Member Info Kit

### Targeted Solicitation

Groups & Associations 226-EN, P14  
Qualified Individuals

### Prospect Education

Include guests on bulletin e-mail  
Prospect Information Meeting (417-E  
P11,

Feb Rotary Roundup)

## INDUCTION

### DESIGN NEW INDUCTION FORMAT

## RETENTION

### NEW MEMBER ORIENTATION & EDUC. 414-EN

#### New Member Mentor

##### Introductions:

Bulletin Announcements  
Four Weekly Meetings  
Fellowship Events  
Special Meetings  
Press Releases

##### Facilitate Red to Blue Process (6 months)

Worksheet(414-en P.10)  
(Compare with EN226 p23)  
Classification Talk

##### Committee Enrolment

(Inventory of Interests EN414, P12)

##### Information Sessions 414 EN, P 3-4

Policy & Procedure  
Service Opportunity  
History & Traditions  
Attendance Awareness

**Red to Blue Ceremony**  
**ROTARY FELLOWSHIP**

**General Activities**  
**Special Interest Groups**

**FAMILY INVOLVMENT**

Club Meetings  
Club Bulletin  
Service Projects  
Fellowship Activities  
District Conferences

**CONTINUED MEMBER EDUCATION**

Club Meetings

**Membership Moments**  
**Rotary Moments**  
Sponsorship  
Makeups  
**Rotary Foundation**  
**Handouts**  
Rotary Basics *595-EN*  
**ABC'S Of Rotary**

**Bulletin**

District Assembly & Conference Attendance

International Convention Attendance

**ATTENDANCE REMEDIATION**

**Coordinate with attendance officer**

**INTERACTION WITH OTHER CLUB SERVICE COMMITTEES**

**CLUB SERVICE CHAIRPERSONS MEETING 8/5/09**

**FELLOWSHIP**  
**ATTENDANCE**  
**PUBLIC RELATIONS** 417-EN, P12-13  
**PROGRAMS**  
**BULLETIN**  
**WEBSITE**

## **COMMUNICATION OF GOALS & RESULTS**

### **MEMBERSHIP COMMITTEE MEMBERS**

**COMMITTEE MEETINGS  
E-Mail**

### **CLUB MEMBERS**

**CLUB MEETINGS  
BULLETIN**

**CLUB PRESIDENT**

## **PROCEDURE DOCUMENTATION & SUCCESSOR TRAINING**