# 2025 Membership Growth Plan Rotary Club of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Rotary is a Membership Organization and Our Product is The Club Experience**

**Hope is Not a Strategy**

Clubs should set goals and complete a written Club Membership Growth Plan to ensure success as a healthy, vibrant Rotary club with consistent, moderate membership growth.

Use this template as a framework to help identify intentional **strategies and actions** for success in essential areas. Clubs that already have a comprehensive written membership plan may use those instead. Submit to your Assistant Governor and District Membership Chair.

*Sections expand as you build your plan.* *Save as a Word file where you can work on it until complete.*

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| **Goal** (Data available in MSC) | **July 1, 2025 estimate** | **July 1, 2026** | **July 1, 2027** | **July 1, 2028** |
| **Membership** |  |  |  |  |
| **Attrition rate** |  |  |  |  |
| **Attraction rate** |  |  |  |  |

### **Our membership challenges:**

### \_\_\_\_\_\_ High Attrition

### \_\_\_\_\_\_ Low Attraction

### \_\_\_\_\_\_ Continue Growth Momentum

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| **Membership Committee Organization, Staffing and Orientation** Recommended strategies:* Create Membership Committee Structure (sub-committees & responsibilities of each)
* Identify Subcommittee Chairs and Committee members
* Learning opportunities for committee members
* MAP webinars
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| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **Membership Goal Setting and Tracking**  Recommended strategies:* Set Membership Goals in MSC
* Progress Dashboard – review monthly
* Communicating Progress to Club
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| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **Improving the Club Experience**  Recommended strategies:* Member Satisfaction Surveys
* Elements of the club experience – meeting enjoyment, confidence in club leadership, personal growth opportunities, connections, meaningful service
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| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **Identifying, attracting and engaging new members** Recommended strategies:* Identify potential members
* Discover Rotary – quarterly or monthly, depending on club size
* Structured New Member Orientation
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| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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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**

⚫ **6 Failed Membership Strategies that Rotary clubs love: https://www.rizones33-34.org/?s=failed**

⚫ Recipe for a Successful Membership Event: **https://www.rizones33-34.org/?s=recipe**

⚫ Zones 33-34 Membership Action Plan: **https://www.rizones33-34.org/membership-action-plan/**