

Club Membership Plan

Date: August 29, 2008

Club: Rotary Club of High Point

Membership Chair: Marshall Morgan
Hayden McKenzie

Gold club Criteria* Membership:

- **Submit written membership devel. plan w/goals, objectives to AG by 9/1/08**
- **Achieve a net increase of one member as of April 1, 2009** tba
- **Appoint Membership Chair. Send contact info to Dist Mbrship Chair by 8/1/08**
- **Membership Chair and President to attend District Membership Seminar (registered to attend)**
- **Induct a new member under 40 by November 1, 2008**

Electives:

- Have a new member orientation process in place
- President recruit and induct a new member by 8/1/08
- Publish membership article/info in club bulletin in August
- Have a meeting on membership development /recruitment process tba
- Conduct a recruiting campaign for new members
- Sponsor a new Rotary Club by December 1, 2008

Electives required in **each** category are based on membership as of 7/1/08.

- Less than 30 members requires 2 electives
- 30-49 members requires 3 electives
- 50-100 members requires 4 electives
- Over 100 members requires 5 electives

Club Membership Growth and Retention Plan

Goals:

PLAN ACTIVITIES**	Who	By When
Increase marketing of the Club via media coverage (articles, pictures, etc.) Club promotion through signage at events, Rotary shirts, etc. Shirts awarded to board, Rotarian of the month, New members, and soon all past presidents.	Joe Youngblood Kem McAllister Mark Pierce & others	On going all year long
Red Badge / Blue Badge program: work with new members to EARN their blue badge by satisfying 7 of 11 criteria as established by the club.	Marshall Morgan Kem Ellis Dave McCoy	After each new member orientation
Improve Participation (especially of "at risk members" and RINO's) by scheduling strong programs, exciting service opportunities, & talking to them one on one about their commitment. Improving attendance at the same time by encouraging make-ups. Added new weekly e-mail 'we missed you' notices to all absent that also list make-up opportunities.	Hayden McKenzie The Board Kem Ellis Dave McCoy Kem McAllister	On going with special attention as needed
Stress Expectations for new members – make sure they are aware of both the financial commitment and attendance commitment to Rotary. Rotary says 50% . . . we strive for 70%	Jim Randle Orientation Committee Kem Ellis Dave McCoy	With ALL new members

** See template below to select appropriate plan activities for your club

Club Membership Plan Ideas

1. Find Them: Attract Quality Members:

- Identify prospective member target markets: (Circle any that apply)

Chamber of commerce

Known leaders in community

Funding recipients

Country clubs

Retirement communities

Young professional communities

Women's Professional Forum

Alumni of TRF

Hoover database biz leaders

Chamber leadership programs

Companies you want to target

Industries you want to target

Business Journal/BizLeader profiles

MBA programs

Other: churches and neighbors

- Develop elevator speech; Train members to recruit prospective members
- Run a visible campaign to bring prospective members**
- Run open house/visitors day/themed guest days
- Have a competition between member teams to bring in most members
- Make your club make-up look like your community
- Invite the community to your fundraising events, then to a club meeting
- Staple business card to Rotarian Magazine and leave at: gym, break room, etc...)
- Ask club members to wear their Rotary pin at work each day**
- Ask every member to bring 1 prospective member/yr (friend, colleague, neighbor)
- Ask each board member to pledge to bring in one new member or bring a guest**
- Partner with 1+ other clubs in district to sponsor a new club
- Promote progress to club: membership growth YTD; Retention YTD**
- Create a monthly guest day so guests are not alone. Select great speaker
- Print 'Ask me about Rotary' stickers. Wear them; **Give out 'What is Rotary' cards**
- Have club President send thank you notes to membership sponsors**
- Host a dinner for anyone in club interested in growing membership.
- Do membership minutes monthly or quarterly – education on recruiting**
- Give members an index card to write name of every person they meet/speak to in 24 hr period. Invite one person to a club meeting.
- Promote club activities in local news; Work with PR chair to market your club**
- Ask retired club members to propose a new member in their former classification**
- Other: _____

2. Bring them in: Implement Effective Prospective Member Recruiting Visits

- Add Happy Dollars; Did Ya Know to meetings
- Membership Chair: ask prospective members about their interests, needs, wants. Look for fit first! Let them buy from you vs. selling to them.
- Invite program presenters to join club
- Thank guests/prospective members for coming at end of meeting**
- Allow prospective member to eat for free**
- Create club hosts: introduce prospective members intentionally for biz benefit
- Get a great caterer to supply good food at a reasonable cost
- Adjust the location of meetings and/or environment (lighting, seating, etc...)
- Give all prospective members a membership packet, application and expectations**
- Do projects with family to encourage young professionals**
- Other: _____

3. Execute Effective Membership Application and On-Boarding Process

- Put application for membership on web site; Have copies at meetings.**
- Develop club fact sheet. Give to prospective members/put on web site**
- Develop welcome committee for prospective members
- Invite members family to induction ceremony
- Institute Red Badge Program for new members**
- Have a checklist for new members with activities they must do**
- Hold fireside chats with prospective new members before they join
- Do an orientation for new members** and spouse – party, education, involvement
- Assign mentors. Provide worksheet w/ discussion topics, activities, reading mat'l)
- Do an orientation for new members within 2 weeks of induction (try to do in 2 wks)**
- Bring in a class of new members at the same time (camaraderie of class)**
- Assign new members to greet each week for 3-6 weeks**
- Invite new members to bring their spouses to club events (encourage all to do this)**
- Ask new members for their ideas, input**
- Do a joint orientation with other clubs in area (we are the host club for 2 other clubs in Area 6)**
- Tell all applicants what the process, timeline is for application and on boarding**
- Pay for new members to attend District Conference, or Assembly, or RLI.
- Have a new member appreciation party with spouses
- Take a new member to do a make-up**
- Have a new member project (first year)
- Do a new member survey at 3 months (improvement ideas)
- Set clear expectations for new members on: attendance, fees, participation, etc..**
- Do visible service projects**
- Require new members to meet with x club members in 1st 3 months
- Other: _____

4. Keep Them Interested: Retain Quality Members

- Bring in interesting and diverse programs: Share best programs with other clubs**
- Expect new members to join a committee within first 4 weeks of induction**
- Extend personal invitation to new members for club/district events
- Use exit interview template on all resigned members; repeat 1 year later**
- Have club program: on Rotary; with panel of 20's yr olds, 30's, 40's, 50's
- Call any members missing more than 3 meetings in a row**
- Visit other clubs together or individually
- Leverage members' passion, strengths toward important club work**
- Put out calendar of events on tables weekly – what, who to contact, when, where
- Do a survey of club membership to find out what they want (RI form: #417-EN)
- Recognize members: for attendance, for bringing in members, for any reason...**
- Institute social hours (5th Monday, etc..) (3 prox. A yr)**
- Do service project monthly or one signature project (3-4 over course of yr)**
- Institute a table mix up twice per year – seat by birthdays, alphabetically, etc...
- Do a 'virtual meeting'
- Establish a new tradition or ritual; Reinforce a successful tradition, ritual**
- Recognize club members birthdays, anniversaries, club anniversaries, roles, etc..**
- Invite prominent community leaders to events or for programs**
- Create an active Health and Happiness committee (send cards, recognize, etc.)**

- **E-Mail notification of EVERY missed meeting saying we missed you and encouraging make-ups**