

District 7690 Membership Plan 2012– 2015

Vision: We are a diverse, vibrant and growing district of active and retired business professionals engaged in making a difference in the community and the world through a commitment to service above self.

Mission: Recruit, induct, engage and retain a diverse group of new members from the available market of active and retired business professionals in District 7690 to be a part of Rotary.

Goals

- Increase net number of qualified Rotarians in District 7690 by minimum of 200 members, average 4 per club by 3/2015
- Increase diversity of district membership by recruiting new members in underrepresented demographic areas: female (increase 6% to 26%), ethnicity, and young professionals (dropping average age to 52).
- Retain 91.5% of club members as of 3/2015.

Strategies

- 1. Retain membership in existing clubs by maintaining strong and vibrant clubs**
Club Membership chairs provide a written membership plan annually to DG. Club Leaders attend District sponsored Membership Seminars and participate in RI webinars and events on membership. At least annually, using survey tools such as the Annual Member Involvement Appraisal form, survey members to determine satisfaction with club and address areas of concern to club members. Make club activities and meetings interesting and meaningful, encouraging increased engagement of club members.
- 2. Build and Maintain high level of awareness for Membership Growth at club**
Provide club leaders with historical membership data and encourage regular announcements and membership minutes at club meetings. Hold programs on membership. (AG, club president/membership chair) Recognize club members who bring and add prospective members (club president/membership chair)
- 3. Market to underrepresented demographic and Rotary foundation alumni**
Identify and participate in networking opportunities to meet underrepresented markets or host a reception to introduce these underrepresented prospective members and Rotary foundation alumni in your region, to your club (club president, membership chair)
- 4. Build or reapply a new member orientation/onboarding process.**
See resources on line at www.rotary7690.org. (club membership chair) Engage new members in club activities and responsibilities immediately.