



Club Membership Plan

Date: _____

Club: _____ Membership Chair: _____

Governors Award Criteria Membership:

Membership Goals

- Increase the diversity of your club's membership by recruiting at least two new members who belong to a demographic group (profession, age, religion, ethnicity, etc.) that is underrepresented in the club. 30
- Increase net club membership by March 1, 2012 Each net member 10
- Retain 90% of club members as of July 1, 2011 20
- Conduct a new member recruitment reception/orientation 10
- Recruit a member from Rotary Foundation Alumni (1) 10
- Attend District Area Membership Fall Seminar 25
- Club President recruit one new member by September 1, 2011 20
- Submit a written membership recruitment plan to DG by August 1, 2011 20

Club Membership Growth and Retention Plan

Goals:

PLAN ACTIVITIES**	Who	By When

** 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
 - Funding recipients
 - Retirement communities
 - Women's Professional Forum
 - Hoover database biz leaders
 - Companies you want to target
 - Business Journal/BizLeader profiles
 - Other: _____
 - Known leaders in community
 - Country clubs
 - Young professional communities
 - Alumni of TRF
 - Chamber leadership programs
 - Industries you want to target
 - MBA programs
- 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
- 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
- Ask new members for their ideas, input
- Do a joint orientation with other clubs in area
- 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/project 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..)
- Do service project monthly or one signature project
- 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