



**IMAGINE
ROTARY**

ROTARY MEMBERSHIP CHALLENGE

Activities for July 1, 2022 – June 30, 2023

Membership is the lifeblood of Rotary. The more members we have, especially engaged members, the more impact we can have on the world around us. Attracting new members, engaging and retaining current members, and starting new clubs are all important in representing and serving the diverse communities we reside in. By implementing and achieving activities related to membership, your clubs will be strong, healthy and vibrant!

CATEGORY 1: TEAM MAKE-UP

1. Have a District Membership Team made up of at least five members, with subcommittees including attraction, engagement, and leads, and at least one of which that is a Rotaractor, identified by September 1st that meets at least four times during the year (List members and dates of meetings)
2. Establish Membership Team goals that are clear and measurable by September 1st (Send a copy to the Zone Coordinator (Membership) by September 1 and include in submission)
3. Promote the Membership Team, resources, and activities on the district website (Describe in narrative)
4. Develop and implement a strategy to take action on Rotary's Leads Program (Include with submission)
5. Develop a succession plan for Membership Team members to ensure continuity (Describe in narrative)
6. Other significant and innovative team make-up related initiatives (Describe in narrative)

CATEGORY 2: TRAINING/COMMUNICATION

1. At least 90% of Rotary and Rotaract clubs have a Membership team leader identified in My Rotary
2. Conduct at least two District Membership Training Seminars/Workshops with different purposes (Please attach agenda and provide dates/locations)
3. At least 50% of Rotary and Rotaract clubs have a member complete a Membership related course on Rotary's Learning Center
4. The Membership team leader, or another significant Team Member (not a Zone officer) attends the Membership training session at the 2022 Zone Institute in Minneapolis, Sept 14-18 or the 2022 Multidistrict Training Institute in Pflugerville, Tx, August 5-6 (Include name/position)
5. Provide at least bi-monthly (six times during the year) progress updates so club leadership know where they stand in relation to their membership goals (Include dates and examples of communications)
6. Other significant and innovative training/communication related initiatives (Describe in narrative)

CATEGORY 3: MEMBER ENGAGEMENT

1. Increase district member retention rate, as compared to 2021-22 (Include 2021-22 and 2022-23 retention rates)
2. Work with at least 25% of your Rotary and Rotaract clubs to implement membership assessments to help clubs determine the needs of their members (Include the clubs worked with, along with details of the assessments)
3. Conduct a survey of Rotary and Rotaract clubs to determine the number of hands-on service projects they implement and encourage clubs to implement additional projects, so the district-wide average is at least 4 hands-on service projects per club (Include list of clubs with number of service projects conducted)
4. Design and distribute to Rotary and Rotaract clubs a template mentorship program for new members that focuses on engaging them throughout their first year of membership (Submit a copy of program documents)
5. Create and implement an activity that will have a direct impact on members, which meets the guidelines to be eligible for the Zone \$500 reimbursement (Include details in narrative)
6. Other significant and innovative membership engagement related initiatives (Describe in narrative)



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CATEGORY 4: MEMBER ATTRACTION

1. Develop a specific plan with actionable steps to increase Rotary and Rotaract membership in district (include a copy of the plan)
2. From July 1, 2022, to June 30, 2023, have a net gain in overall membership (Include July 1, 2022, and June 30, 2023, membership counts).
3. Work with clubs so that at least 25% of Rotary and Rotaract club presidents sponsor a new member into their club, or another club (Include list of clubs/presidents/new member)
4. Design and distribute to Rotary and Rotaract clubs a new member orientation program that can be implemented for all new members (Submit a copy of program documents)
5. Welcome all new members to the district with communication from the District Membership Team (Provide copy of communication and list of recipients)
6. Other significant and innovative member attraction related initiatives (Describe in narrative)

CATEGORY 5: NEW CLUB DEVELOPMENT

1. Identify and appoint a “New Club Development Chair” that serves on District Membership Team by September 1st
2. Hold at least one training session on innovative club formats and Rotaract clubs (Provide date/location/agenda)
3. Work with district leaders (and innovative club advocates) to analyze membership and community demographic data to identify locations that can support new Rotary and Rotaract clubs (Describe activities in narrative)
4. Create a sustainable support plan for new Rotary and Rotaract clubs to help them thrive over the long term (Provide copy of plan)
5. Start and nurture at least two new Rotary or Rotaract Clubs in your district
6. Describe your district’s innovative club initiative, or other activities, in the narrative

CATEGORY 6: DIVERSITY, EQUITY, AND INCLUSION

1. Develop a specific plan with actionable steps to promote importance of diversity, equity, and inclusion in our Rotary and Rotaract clubs (include a copy of the plan)
2. From July 1, 2022, to June 30, 2023, have an increase in female membership percentage (Include July 1, 2022, and June 30, 2023, female membership percentages)
3. From July 1, 2022, to June 30, 2023, have an increase in under 40-year-old membership percentage (Include July 1, 2022, and June 30, 2023, under 40-year-old membership percentages)
4. In support of Rotary’s commitment to diversity, equity, and inclusion, work with other district leaders to organize and conduct at least three inclusive virtual or in-person events that engage a diverse cross-section of members (Include details/explanation of these three events)
5. Encourage clubs to make leadership roles more accessible and to invite more members into those roles (Provide examples of your actions in narrative)
6. Other significant and innovative DEI related initiatives (Describe in narrative)



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CATEGORY 7: OTHER

1. At least 95% of Rotary and Rotaract clubs in your district set Membership goals in Rotary Club Central by September 1st (attach list of clubs)
2. Engage at least 10 Rotary Alumni living in your district in Rotary/Rotaract activities (Provide details in narrative)
3. Work with district's Rotary Foundation and Public Image teams to share at least five powerful stories of Rotary service (Provide details & examples in narrative)
4. Work with Public Image team to feature at least ten activities that engage members throughout the district (Share examples)
5. Participate in implementation of at least one "One Summit" training with district Public Image, Polio Plus and Rotary Foundation teams to show the importance of all areas working together
6. Other significant and innovative initiatives that didn't fit into any of the above categories (Describe in narrative... be specific)



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