

Membership Plan Rotary District 7710 2014-2018

Purpose: To recruit, induct, engage and retain a diverse group of new members from the available market of active and retired business professionals and community leaders in the ten county area of District 7710 to be active Rotarians.

Goals

- Increase number of active Rotarians to above 1,900 by 1 July 2018 [1 July 2014: 1,797]
- Increase diversity of district membership by recruiting new club members in underrepresented demographic areas:
 - Women – increase to above 25% by 1 July 2018[1 January 2015: 23.85%]
 - Racial and Ethnic Diversity
 - Young Professionals (under 40) – increase to above 10% by 1 July 2018 [1 January 2015: 8%]
- Retain 71% of new and existing members [1 July 2014: 69.80% new members; 70.55% existing members]

Strategies

1. Retain members in existing clubs by maintaining active and vibrant clubs
2. Promote membership development as a key priority
3. Reach out to underrepresented demographics and Rotary foundation alumni
4. Encourage new members to attend Rotary Leadership Institute
5. Share recruitment success stories of underrepresented groups in the district newsletter
6. Encourage clubs to conduct exit interviews of departing members and evaluate results to improve retention rates.

Foundation Giving Plan

Rotary District 7710

2014-2018

Purpose: To cultivate a culture of giving to the Rotary Foundation and to support signature global initiatives.

Goals

- Increase annual giving to the Annual Fund (SHARE) to \$500,000 level by July 1 2018 [2013-14: \$416,651]
- Increase annual giving to the Endowment Fund to \$15,000 level by July 1 2018 [2013-14: \$11,550]
- Increase annual giving to Polio-Plus to \$50,000 level by July 1 2018 [2013-14: \$47,240]
- Increase long-term support for the Endowment Fund by individual Rotarians by emphasizing Benefactor and Bequest Society commitments (25% Benefactors (2013-14: 239); 2.5% Bequest Society – approx. 43 (2013-14: 24).
- Increase membership of the Paul Harris Society to 150 (2013-14: 50).
- Increase # of major donors to 100 (2013-14: 64)
- To establish a minimum of one Global Grant scholarship for Rotary year 2015-16

Strategies

1. Encourage giving from Every Rotarian Every Year and ask PE's to encourage club members to be sustainers (minimum \$100/year), through Rotary Direct or an individual gift
2. Encourage increased participation in the Paul Harris Society through Rotary Direct or an individual gift. When "points" are made available, use these to offer 1:1 match for fresh dollars donated
3. Ask Clubs to use accumulated "points" to incentivize individual members to achieve PHF status (and multiple PH status)
4. Encourage all clubs to contribute to Polio-Plus
5. Encourage Clubs to use community activity to publicize Rotary's role in the eradication of Polio.
6. Encourage clubs to contribute to the Endowment Fund
7. Encourage PE's to set goals for Benefactors and Bequest Society membership
8. Identify individual Rotarians with an established pattern of substantial giving and ask them individually to join the PHS and become major donors
9. Encourage clubs to invite the DRFC to speak on the Foundation
10. Encourage clubs to invite a member of Polio Plus committee to give a presentation
11. With the aid of the District PR committee, create a quarterly D7710 foundation newsletter and use published material from TRF and RI to educate district 7710 Rotarians on the scope, impact and success of Foundation activity both locally and worldwide

12. Use the Rotary Foundation District seminar and the District Grant training sessions to encourage clubs to collaborate on funding Global Grants and District Grants
13. Liaise with the membership committee on ways to use Foundation activities to promote Club membership
14. Plan a celebration for the 100th anniversary of the Rotary Foundation in the 2016-17 year
15. Ensure that the District 7710 Share Committee considers GG, DG, the Rotary Peace center program and the ongoing Polio Plus campaign when allocating DDF
16. Explore methods to increase Public awareness of Rotary by non-Rotarians as shown by their contributions to the foundation and their participation in Rotary projects.

Public Relations Plan

Rotary District 7710

2014-2018

Purpose: To share the positive impact of the actions of Rotarians on our local community and internationally.

Goals

- Update district website monthly to highlight club and district activities
- Provide at least one story per month to local media highlighting local and international humanitarian service
- Develop and implement a social media strategy to promote club and district activities

Strategies

1. Publicize action-oriented service and promote core values
2. Emphasize vocational service
3. Encourage clubs to promote their networking opportunities and signature activities