# 2025-2026 Membership Growth Plan District \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Hope is Not a Strategy**

Districts should have a plan to support clubs in membership growth. Please share your plan with the RC team. Send to [MaryLigon.Rotary@gmail.com](mailto:MaryLigon.Rotary@gmail.com). Use this template if needed as a framework to help identify intentional **strategies and actions** for success in essential areas.

*Sections expand as you build your plan.* *Save as a Word file where you can work on it until complete.*

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| **Goal** (Data available in MSC) | **July 1, 2024** | **July 1, 2025  estimate** | **July 1, 2026** | **July 1, 2027** | **July 1, 2028** |
| **Membership** |  |  |  |  |  |
| **Attrition rate** |  |  |  |  |  |
| **Attraction rate** |  |  |  |  |  |
| **% of growing clubs** |  |  |  |  |  |
| **# of new clubs**   * Rotary   + Standalone   + Satellite * Rotaract   + Community   + University |  |  |  |  |  |

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| **Membership Committee Organization, Staffing and Orientation** Consider:   * Create Membership Committee Structure (sub-committees & responsibilities of each) * Identify Subcommittee Chairs and Committee members * Learning opportunities for committee members * MAP webinars | | | |
| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **Learning Opportunities for club leaders, members** Consider:   * Learning Center * District Learning Assembly * District Conference * Vibrant Club/Membership * MAP webinars | | | |
| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **Communications**  Consider:   * Clubs * District Governor Core * Status/Progress * Recognition/Awards | | | |
| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **New Club Development**  Consider:   * Rotary - Standalone, Satellite (see club matrix) * Rotaract - Community, University | | | |
| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **The Club Experience**  (enjoyable meetings, confidence in club leadership, personal development, connections, meaningful service) Consider:   * Surveys * New Member Orientation * Engagement | | | |
| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **Specific Club Assistance**  Consider:   * Identify clubs * Problem to Solve (Attraction, Retention) * District hosted or supported club events   + Discover Rotary   + New Member Orientation | | | |
| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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| **RI Lead follow up** (when clubs don’t respond) | | | |
| **Action Item** | **Who** | **By When** | **Progress/Status/Adjustment Notes** |
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