# 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. 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
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| **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
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| **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
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| **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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