

RELEVANCE: As educator Laurence J. Peter once said, “If you don't know where you're going, you will probably end up somewhere else.” Having a plan helps you reach your goals.

Learning objectives

At the end of this session, participants should be able to help clubs:

- Create or refine a vision for their club
- Develop a membership plan for their club

Speaking points

- A membership plan, which is part of a club's strategic plan, outlines its goals and strategies for attracting new members and engaging current ones.
- Having clubs visualizing where they want to be in 3-5 years can help them think of goals for their membership plan.
- Involving all members in the process to gives them a sense of responsibility in the club and motivation to achieve the goals.
- Yearly goals should be entered and tracked in Rotary Club Central.
- Encourage clubs to use the worksheet Membership Development Plan below (and in Strengthening Your Membership) to build their club's plan.

Suggested Activity: Create a membership development plan

Divide participants into pairs, and give the worksheet Your Membership Plan, at the end of this guide, to participants.

Ask participants to work in pairs to fill out the work sheet and discuss their plans for carrying out their goals.

Ask various participants to share their responses. Encourage participants to continue working on their membership plan when they return to their clubs to get opinions on each of their membership goals; also, have them determine the resources and people needed to carry out their plans.

Resources

- [Strengthening Your Membership: Creating Your Membership Development Plan](#)
- [Strategic Planning Guide](#)
- [Regional membership plan and supplement](#)

YOUR MEMBERSHIP PLAN



- [Be a Vibrant Club](#)
- [Rotary Club Central Membership Reports](#)
- [Understanding Membership Reports: Getting Started](#)

YOUR MEMBERSHIP PLAN



Complete the worksheet below by listing the characteristics you would like to see in your club 3-5 years from now. Next, write your vision statement, along with your club's top three membership goals from Rotary Club Central or your regional membership plan. Write at least one action item for each goal.

Club characteristics:

Vision statement:

Long-term goals	Action items
1.	a. b. c.
2.	a. b. c.
3.	a. b. c.

