

Action Plan for Attraction Strategies

Attraction Example

Strategy: Develop a Membership competition program for a three month period with points and prizes.

What:

1. Ask the Board for money for Rotary prizes and club PHF points.
2. Ask Club President for time at the next Club Assembly.
3. Explain the competition.
4. Divide the club into teams of 5-7 people.
5. Ask the team to brainstorm people in the community that would be good Rotarians.
6. Have the team contact those people and invite them to a service project, social, or club meeting.
7. The team that generates the most new members over a three month period gets a Rotary travel mug and 100 Paul Harris Fellowship Points for each member of the team.

Who:

1. Membership Team Member asks the Board for prizes and PHF points
2. Membership Team Member explains the competition at the next Assembly.
3. Membership Team Member divides the club into teams
4. Membership Team Member appoints the chair of each team to get people together and encourage the team to generate new members.
5. Membership Team Member checks with each captain once a month to see what is happening on his/her team

When:

1. At the next Board meeting
2. At the next Club Assembly the Membership Team Member explains the program which will probably take 30 minutes.
3. Competition happens between September - November

Result Anticipated: 12 new members

Membership Team Member Assigned to Champion this Strategy: Joe Smith