

# REGION 36 ROTARY COORDINATORS 2021-22 GOALS

Goals	Suggested Steps
1. Bring in <i>at least 1</i> new Rotarian and encourage all others to participate in Each One, Bring One.	<ul style="list-style-type: none"> <li><input type="checkbox"/> Share Rotary's impact on your life with your friends, family, and colleagues and encourage them to get involved. Amplify the message of Each One, Bring One in your training events, presentations, and communications.</li> <li><input type="checkbox"/> Use membership leads to refer interested people to the clubs that best fit their interests and schedules.</li> <li><input type="checkbox"/> Collaborate with district leaders to encourage Rotaractors to participate in Each One, Bring One by sharing Rotaract with their networks.</li> </ul>
2. Encourage each governor to establish <i>at least 2</i> new Rotary clubs.	<ul style="list-style-type: none"> <li><input type="checkbox"/> Work with district leaders, Phoenix 223 Team, District New Club Development Chair (DNCDC), and Innovative Club Advocates (ICA) to analyze data to identify areas that can support new clubs.</li> <li><input type="checkbox"/> Share examples of innovative club models to increase vibrancy.</li> <li><input type="checkbox"/> With ARCs, share the best practices to help new clubs thrive and help leaders focus on developing sustainable clubs.</li> <li><input type="checkbox"/> Track and share progress of new club development, identify club type and status.</li> <li><input type="checkbox"/> Explore development of MDIO (Rotaract Multidistrict Information Organizations).</li> </ul>
3. Achieve a membership retention rate of <i>at least 95%</i> in each district by helping district leaders engage members.	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote Rotary programs that enhance members' experience, such as Fellowships, Action Groups, Community Corps, etc., as well as grassroots efforts such as RLI and ORS.</li> <li><input type="checkbox"/> Encourage leaders to implement comprehensive new member orientation programs.</li> <li><input type="checkbox"/> Promote member assessment tools and encourage clubs to identify and implement the flexible meeting format and frequency that they prefer.</li> <li><input type="checkbox"/> Regularly review new member and existing member retention rates to ensure both are at least 95%.</li> </ul>
4. Ensure that district leaders followup on 100% of membership leads.	<ul style="list-style-type: none"> <li><input type="checkbox"/> Conduct a survey of districts regarding their management of leads.</li> <li><input type="checkbox"/> Work with district leaders to improve or develop a plan for managing leads, including defined roles and a timeline for follow up with prospective members.</li> <li><input type="checkbox"/> Use available data to show results of following up with prospective members.</li> </ul>
5. Ensure that each of your district membership chairs implements at least 3 region-specific engagement and attraction strategies after they complete their Learning Center courses.	<ul style="list-style-type: none"> <li><input type="checkbox"/> Follow up with DMCs who have not completed their Rotary International learning plan.</li> <li><input type="checkbox"/> Work with the DMCs to develop and implement strategies to meet the needs of their clubs and regularly assess their progress.</li> <li><input type="checkbox"/> Provide opportunities for our DMCs to connect with one another, share their best practices, and participate in peer-to-peer learning.</li> <li><input type="checkbox"/> Recommend DMCs encourage Rotary clubs to collaborate with local Rotaract clubs, provide mentoring opportunities, and support initiatives to join or form a Rotary club.</li> </ul>