



# Planning Guide for Effective Rotaract Clubs

The *Planning Guide for Effective Rotaract Clubs* is a tool to help clubs establish goals for the coming year. It can be used to help track general club trends in membership and club administration. The planning guide is based on the elements of an effective Rotary club, including sustaining and increasing the membership base and implementing successful projects that address the needs of the community and communities in other countries.

The options listed under each section reflect common ways Rotaract clubs might choose to pursue goals. It is recognized that there are alternative ways clubs can achieve their goals that may not be listed.

Please type or print legibly.

ROTARACT CLUB OF \_\_\_\_\_

Name of president \_\_\_\_\_

Rotaract year of office \_\_\_\_\_

Mailing address \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## DEMOGRAPHIC INFORMATION (AS OF 30 JUNE)

Current number of members \_\_\_\_\_

Number of members as of 30 June last year \_\_\_\_\_ Number of members five years ago \_\_\_\_\_

Number of male members \_\_\_\_\_ Number of female members \_\_\_\_\_

Average age of members \_\_\_\_\_

Number of Rotaractors who have been members for

Less than 1 year \_\_\_\_\_

3-5 years \_\_\_\_\_

1-3 years \_\_\_\_\_

5-10 years \_\_\_\_\_

Number of members who have proposed a new member in the previous two years \_\_\_\_\_

## MEMBERSHIP GROWTH (NEW MEMBERS AND RETENTION OF CURRENT MEMBERS)

Our club has established the following membership goal for the upcoming Rotary year:

Our club will strive to have \_\_\_\_\_ members by 30 June \_\_\_\_\_.  
(number) (year)

We have identified the following sources of potential members within the community:

How does the club plan on achieving its membership goals? (check all that apply)

- Through a retention plan that focuses on maintaining high levels of enthusiasm through participation in interesting programs, projects, and fellowship activities
- By appointing a committee of club members who have been trained in effective recruitment techniques

- Through a recruitment plan that focuses on a true representation of the business and professional leadership in the community
- Through a recruitment plan that clearly explains the expectations of membership to potential Rotaractors
- Through an orientation program for new members to support their successful assimilation into the club
- Through a brochure that provides general information about Rotaract as well as specific information about our club
- By assigning an experienced Rotaract mentor for every new club member
- By recognizing Rotaractors who sponsor new members
- Through a public awareness program targeted at the business and professional community (or university) to increase awareness about what Rotaract is and what it does
- Other (please describe):

What makes this a good club to attract new members?

What negative aspects of this club could pose a barrier to attracting new members?

Points of specific action:

## **EFFECTIVE SERVICE PROJECTS**

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Our club has established the following service goals for the upcoming Rotaract year:

For our local community:

For communities in other countries (international service):

How does the club plan on achieving its service goals? (check all that apply)

- By appointing a committee of club members who have been trained in how to plan and conduct a successful service project
- By reviewing the club's current and ongoing service projects to determine whether they are relevant, needed, and of interest to club members
- By assessing the club's fundraising activities to determine if they meet the club's project funding needs
- By involving each member of the club in some way in the club's service projects
- By conducting or obtaining a needs assessment of our community or communities in other countries

- By recognizing club members who participate in and provide leadership to the club's service projects
- By identifying a partner club with which to carry out an international service project
- By using the resources of The Rotary Foundation to support a project identified by the club
- By conducting projects regarding career development, employer-employee relations, employment training, or vocational recognition

Other club service project plans (please describe):

Points of specific action:

## **GENERAL ADMINISTRATION**

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Our club would like assistance from our sponsoring Rotary club with the following:

- Establishing club goals
- Orientation of new members
- The Rotary Foundation
- Other (please describe):

\_\_\_\_\_  
Club President

\_\_\_\_\_  
Rotary Year

\_\_\_\_\_  
Sponsoring Rotary Club President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date