

Membership Plan

Maintaining members is important, but increase club membership is vital to the health of the Club in order to make sure that we can provide consistent community service without taxing our membership to the limit. It is recognized that not all Club members can or do participate 100% in Club activities and it is not reasonable to think that everyone can or should participate each time an opportunity to serve becomes available. To that end this Membership Plan is established. The Plan should be reviewed, at a minimum, each year at the beginning of the incoming president's term.

The Membership Plan is as follows:

1. Grow the club membership to at least 35 members.
2. Establish a Membership Committee consisting of three club members, including the Membership Chair, a past president, and one additional club member. Additional club members may be added, as the President deems necessary.
3. Establish a membership packet, which includes a membership application, list of reasons to become a Rotarian, significant accomplishments of the Rotary Club of South Sacramento, our service projects, and our participation in district projects and international projects.
4. Create a "Why Rotary" script to use when approaching prospective members and distribute it to all club members and add to the website.
5. Modify the Club's website to be proactive in attracting new members and highlighting the fun activities, service projects, fundraisers and social events that the Club does each year.
6. Have each club member invite at least one person to lunch who might be a potential member and follow up with that potential member via email and letter.
7. Have the Membership Committee create a plan for membership expansion that setting manageable geographic target areas, businesses, organizations and professions as follows:
 - Target areas of Broadway in Land Park, Curtis Park and Oak Park and those businesses within the Stockton Cooperative, Florin Road Partnership, and Broadway Partnership, as well as the executive directors or presidents of such organizations.
 - Targeted businesses, organizations and professions such as Dentists, Attorneys, Insurance Agents, Travel Agents, Golden 1, Bank of America, Chase Bank, New Helvetica Brewery, Oak Park Brewery, DMV, U-Haul, the Guild Theater, and the like.
8. Consider marketing measures to "provide recognition of the Club" in the community. One measure to consider may be renaming the club to something that is more representative to the membership and easier for

- “branding” such as Rotary Club of Sacramento River City, or Rotary Club of River City, or Rotary Club of Sacramento Capital City.
9. Seek out potential members, both young and old, to populate a “Satellite” Club, which would have reduced fees and meeting requirements, meeting only once or twice a month for an hour at Happy Hour at rotating breweries within the area.
 10. Have, at least quarterly, socials at members houses to just get together and “hang out” and have fun. This can also be done through events such as the Beer Train and Happy Hours around town.