

Members with a passion for Membership Development, New Club Opportunities and Leadership Development, please consider joining the District 5220 team.



## Vision

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

## Mission

To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

## Acknowledgments

Dave Gallagher, PDG, Modesto Sunrise  
Judy Lovett, PDG, North Stockton  
Joe Cotta, PP, Lodi

Strategic Plans from Rotary International,  
District 7610 and District 6860.

Allison Sessa, Graphic Artist  
MHD Group, Inc.- Marcia Herrmann

Approved by Active Members of District 5220  
to be effective July1, 2020

# MEMBERSHIP AND CLUB DEVELOPMENT

## Rotary International

Zones 26/27 | DISTRICT 5220



**STRATEGIC PLAN**  
2020 – 2023

Each club needs a passionate Membership Chair, and District 5220 needs innovative ideas, well presented programs, and creative educational sessions to build membership and promote healthy Rotary Clubs.

For questions, feedback, or other inquiries about these goals, please contact the district leaders listed below. We welcome ideas, questions or concerns.

## Membership and Club Development

**Sherry Cotta, DGE, Chair**

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## District Advisory Council

Janine McClanahan, PDG, Chair

James Pierce, DG, Madera

Sherry Cotta, DGE, Lodi

Tim Madden, DGN, Oakhurst Sunrise

Liz Hosmer, PDG, Ceres

Marvin Williamson, PDG, Tracy Sunrise

Ellen Hancock, PDG, Tracy Sunrise

Peter Herrmann, PP, Modesto

Jay Hislop, PP, Stockton

Waqar Rizvi, PP, Stockton



## Membership and Club Development

The key to District strength and sustainability is steady membership growth over time. Rotary District 5220 membership leaders are committed to utilizing all the tools available to achieve these sustainability and growth outcomes. Utilizing these tools will promote effective leadership, encourage innovative practices to drive increased membership in existing clubs. These tools facilitate growth and development of new clubs with the primary goal of recruiting new members while retaining existing members. Vibrant clubs build a culture of enhanced Service Above Self and a fulfilling Rotary membership experience for all.

## GOAL 1

### Develop innovative ideas to increase membership in District 5220

**Objective 1:** Develop five (5) membership sectors in the District, each led by a sector membership advisor who builds relationships with and supports clubs while working in conjunction with the District Membership Chair.

- ✦ **South Valley Sector:** Atwater, Chowchilla, Oakhurst, Oakhurst Sierra, Livingston, Madera Sunrise, Madera, Mariposa-Yosemite, Winton-Nuevo, Merced, Merced Sunrise, Turlock, Turlock Sunrise.
- ✦ **Central Valley Sector:** Ripon, Salida, Ceres, Escalon Sunrise, Modesto, Modesto Gateway, Modesto Maharlika, Modesto Sunrise, Modesto Metro, Modesto Flex, Oakdale, Oakdale Sunrise.
- ✦ **North Valley Sector:** Stockton, Stockton Sunrise, North Stockton, Stockton Central, Stockton Pacific, Lodi, Lodi Sunrise, Lodi-Tokay, Galt.
- ✦ **I-5 Corridor (West Valley):** Tracy, Tracy Sunrise, Mountain House, Manteca, Manteca Morning, Los Banos, Patterson, Newman, Gustine, Lathrop.
- ✦ **Gold Country:** San Andreas, Groveland, Angels-Murphys, Arnold, Twain Harte, Sonora, Sonora Sunrise, Sonora 49er, West Calaveras.

**Objective 2:** Attract and train five (5) membership sector advisors.

- ✦ The Immediate Past District Governor, current District Governor line, and the Membership Chair select a membership sector advisor from each of the five areas.
- ✦ Sector advisors, both volunteers and recruits, are accepted based upon their knowledge of developing membership, their passion for growing Rotary membership, and their willingness to invest time to develop strong relationships with the Rotary clubs within their sector.
- ✦ Sector advisors become the foundation of the membership team, along with the District Membership Chair who is the principal leader among them.

## GOAL 2

### Develop and plan sector training sessions utilizing a published membership plan and training program for the membership team and club membership committees.

**Objective 1:** Provide training for the membership team by the Rotary Zone 26/27 membership leaders.

- ✦ Education for the membership team, current DG line, and AGs as provided by the Zone membership leaders.
- ✦ Encourage clubs in to share new ideas and current effective membership development plans.
- ✦ Develop a District membership plan manual based upon information compiled from available sources in both print and digital formats.
- ✦ Sector advisors will provide personalized training sessions for club presidents, presidents-elect, and membership chairs in their sector using training concepts and materials that are available to them.
- ✦ The cost of sector training may be funded by the District.
- ✦ Reimbursement may be requested by the district membership team for travel expenses.

**Objective 2:** Offer additional educational sessions, such as membership development and effective leadership. These sessions are scheduled throughout the Rotary year. The breakout sessions at district assemblies may include:

- ✦ Effective board development
- ✦ Choosing a qualified and passionate club membership chair
- ✦ Tools for effective membership attraction and retention
- ✦ Effective and successful membership growth
- ✦ Developing a long-range plan for club membership growth
- ✦ Webinars, online conferences