**Rotary Club of Juja - Membership Strategic Plan**

**Vision:**  
To build a vibrant, inclusive, and service-driven Rotary Club where members feel valued, engaged, and committed to Rotary’s mission.

**Mission:**  
To attract, retain, and engage members through meaningful experiences, mentorship, and impactful service projects.

**Current Initiatives & Ongoing Activities:**

**1. Membership Satisfaction & Engagement**

* Conducted a **Club Satisfaction Survey** to gather insights from members.
* Organized a **Special Member Satisfaction Meeting** to discuss feedback and improvements.
* Planned and executed a **Fun Day/Game Night** to foster relationships and boost engagement.
* Encouraged members to actively participate in **implementing shared survey ideas** to enhance club experience.
* Implemented a **monthly membership attendance registration**, shared in the group, to track attendance and follow up on non-attendance.

**2. New Member Orientation & Retention**

* Launched a **New Member Orientation Program** formed a whatsapp group (TIER 1) it aims to achieve-:
  + **Mentorship** by experienced Rotarians.
  + **Networking & Relationship Building** for meaningful connections.
  + **Inspiration & Fun Activities** to create a welcoming environment.
* Followed up with **aspiring Rotarians** to ensure proper training and understanding of Rotary values before induction.
* Strengthened **member retention** by offering a fulfilling and engaging Rotary experience.

**3. Club Growth & Expansion**

* Actively **recruiting volunteers** and potential members to join Rotary.
* Collaborating with **Mukurweini Information Rotary Club** to support their chartering process (target: March 2025, currently at 21 fully paid members).
* Providing guidance and mentorship to ensure sustainability and alignment with Rotary values.
* Encouraging **partnerships with other Rotary clubs** to share knowledge, raise awareness, and expand our club’s reach.

**4. Collaboration & Leadership Engagement**

* Working closely with the **President, P.E., and P.N.** to create a strong membership foundation.
* Coordinating with **Family, Service Projects, and Fundraising Committees** to ensure all members feel engaged and involved in club activities.

**Strategic Priorities & Next Steps:**

**1. Enhancing Member Experience**

* Establish a **quarterly feedback system** to assess member satisfaction and address concerns.
* Implement a **recognition program** (e.g., "Member of the Month") to motivate participation and commitment work with the PR to recognize the member in all our social platforms
* Foster a culture of appreciation and inclusivity to strengthen member bonds.

**2. Strengthening Recruitment & Retention**

* Develop **targeted recruitment campaigns** to attract dedicated individuals to Rotary.
* Provide structured **leadership development and training** to enhance engagement.
* Improve communication channels to keep members well-informed and involved. Working with the PN.

**3. Building Community & Strengthening Impact**

* Increase community involvement through **high-impact service projects**.
* Establish partnerships with local organizations to raise awareness about Rotary’s mission and work.
* Expand mentorship opportunities within the club to encourage leadership growth.

**Conclusion:**

Through a focus on engagement, retention, and strategic growth, the club will continue to thrive as a strong and impactful community. By ensuring that both new and existing members find value, purpose, and a sense of belonging, RC Juja will remain a vibrant and dynamic club.