

ROTARY MEMBERSHIP DRIVE

PLANNING WORKSHEET

We need more
#Rotarians

Rotary



Club Name: _____

Planning Team: _____

1. LEADERSHIP & TEAM

Event Leader: _____

Team Members: _____

2. MEMBERSHIP GOAL

How many people do we want to attend and how many members do we hope to gain?

Target Attendees: _____ Target New Members: _____

Estimated Conversion Goal (Example: ~10% of attendees join)

Notes: _____

3. TARGET AUDIENCE

Who should we invite?

Target Demographics / Professions / Age Groups: _____

Organizations / Networks to Invite From: _____

4. EVENT CONCEPT

Design an experience people will remember!

Theme: _____

What will make the event **fun, effective, and memorable**? _____

Program / Speaker: _____

5. EVENT DETAILS

Location: _____

Date (1st Choice): _____ Date (2nd Choice): _____

Additional notes: _____

6. MARKETING PLAN

How will we invite and promote the event?

Personal Invitations From Members: _____

Community Promotion (social media, partners, etc.): _____

Other Outreach Ideas: _____

7. BUDGET

Expenses to consider:

Venue Cost: \$ _____

Food / Drinks Cost: \$ _____

Marketing Cost: \$ _____

Speaker Cost: \$ _____

Other: _____ Cost: \$ _____

Total Estimated Budget: \$ _____

Notes: _____

Next Step: What is the **first action** we will take after this session? _____
