



Rotary



# Attraction & Engagement Challenge

District 6710

**PURPOSE:** The Attraction & Engagement Challenge rewards clubs that achieve key District 6710 membership goals—all designed to increase Rotary’s impact, expand our reach, and enhance member engagement.

**DATES:** The competition runs July 1, 2021 - April 30, 2022

**ELIGIBILITY:** By July 1, 2021, your Club must: 1) have a membership chair identified and listed in DACdb; and 2) complete membership goals in Rotary Club Central.

**AWARDS:** At the 2022 District Conference, the top point-earning clubs will receive:

- 1st Place: \$1,000 & Paul Harris Fellowship for the Club’s Membership Chair
- 2nd Place: \$750
- 3rd Place: \$500

**THE RULES:** Earn points for these attraction and engagement activities:

**200 Points** Attract net new members:

Club Size	Earn Points if Your Club Nets Membership Growth Of...
0-20	2 Members
21-40	4 Members
41-80	6 Members
81+	8 Members

**+10 points for every net new member above goal**

**200 Points** Sponsor a new Satellite Club, e-Club, traditional Club, or community-based Rotaract or Interact Club

**100 Points** Conduct a strategic planning meeting to ask members:

- What do we want our Club to look like in 3 years?
- What steps do we need to take to achieve that vision?
- What value do we bring our members?
- How do we retain our current members?
- Make plans to implement “Each One, Bring One” growth strategy.

**100 Points** Participate in the District Training Assembly on Saturday, August 28, 2021

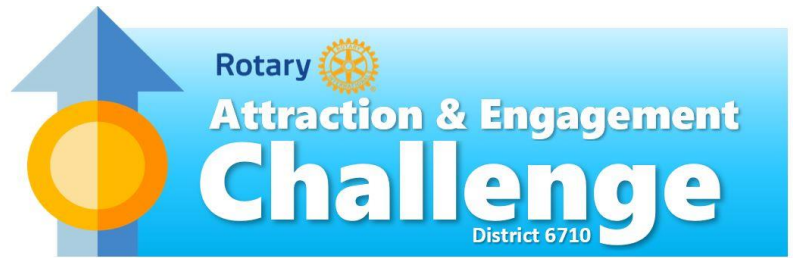
**100 Points** Send a Club representative to the Rotary Leadership Institute or other Rotary Leadership training to build future Club leaders

**50 Points** Send an emerging leader to the Rotary Zone Institute Friday, October 1, 2021

**50 Points** Conduct Rotary Visioning Process

**REPORTING:** Participating Clubs email the Attraction & Engagement Club Outcomes form to the District Membership Chair by December 15, 2021 and May 8, 2022 at [aliceobridges@outlook.com](mailto:aliceobridges@outlook.com)

# Club Outcomes



Mid-Point Report (submit by Dec. 15, 2021)

Year-End Report (submit by May 8, 2022)

Club Name: \_\_\_\_\_

Club Size on July 1, 2021:  0-20 members  21-40 members  41-80 members  81+ members

Membership Chair: \_\_\_\_\_

President: \_\_\_\_\_

Goal	Points Available	Total Membership on July 1, 2021	Total Membership To Date	Points Earned
<u>Net Membership Growth*</u> 0-20 2 members 21-40 4 members 41-80 6 members 81+ 8 members	<b>200</b> <b>+ 10 for each member above goal</b>			
Sponsor a new Satellite Club, e-Club, traditional Club, or community-based Rotaract or Interact Club	<b>200</b>			
Conduct Club strategic planning meeting	<b>100</b>			
Participate in District Training Assembly (8-28-20)	<b>100</b>			
Send representative to Rotary Leadership Institute or other Rotary Leadership training	<b>100</b>			
Send Club emerging leader to Rotary Zone Institute (10-1-20)	<b>50</b>			
Conduct Rotary Visioning process	<b>50</b>			
<b>TOTAL</b>				

*\*Example: Your Club started the year with 30 members so your goal is to net 4 new members. You attract 8 new members and lose 2 members, for a net total of 6—2 above your goal. You earn 200 + 20 = 220 points.*