



# Ignite Membership Program

**DACdb Module – April 2013**



# OVERVIEW

# DACdb Ignite Program



- Ignite is a new module within DACdb that focuses on membership growth and retention.
  - The Ignite program was originally created out of Zone 25-26.
- The Ignite module is available to all Districts and Clubs
- Availability: **Now**
- Access: It has been turned on for all level 6-7 security levels across all the Districts for review under the [Clubs](#) menu.
  - If your District is interested in using this new module, support will enable it under [MyClubs](#) for security level 4+ club officers
- Cost: **No cost**

# Ignite Program



- That the Ignite program is an attempt to get every member involved in Membership
- Membership involvement at the club level takes the form of completing one or more defined tasks.
- Each task has a point value, and member points roll-up up to the club and district levels.
- The District (and Zone) recognizes "Premier Clubs" which have achieved a certain point level (10 points per Active member)
- This program is a motivational tool that recognizes outstanding Clubs and Governors



# Why Membership Growth?

- The future of Rotary depends on membership growth
- To advance humanitarian efforts and service
- New Ideas
- New Leadership
- More Enthusiasm
- More Hands to Help
- Increase of Public Image
- A Club that has a high turnover in membership, or one that does not attract new members, will not be able to provide service to the community or fellowship to its member



# HOW TO USE IGNITE



# How to obtain points?

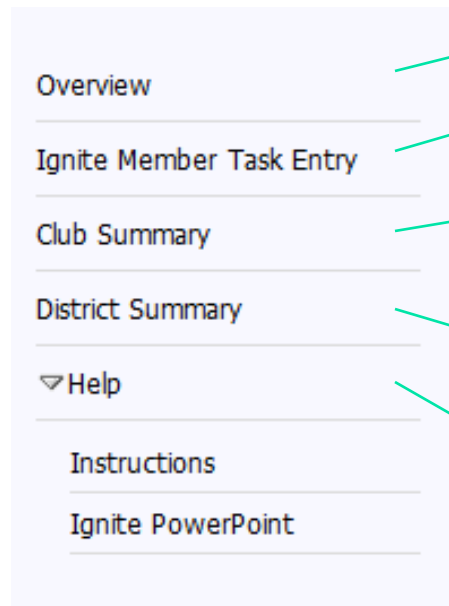
- Each member that completes one or more of the following tasks will obtain the points shown:

Ignite Tasks	Points	Comments
Bring in New Member	25	Bring in New Member
New Member brings in a New Member	20	New Member brings in a New Member
Establish a club Membership Goal	20	Establish a club Membership Goal
Develop a Membership Committee of 4 or More	15	Develop a Membership Committee of 4 or More
Select & Complete 4 or more of the 15 + Tips for Successful Clubs	10	Select & Complete 4 or more of the 15 + Tips for Successful Clubs
Assign a Mentor for Each New Member	10	Assign a Mentor for Each New Member
Give Committee Assignment to New Member in First Week	10	Give Committee Assignment to New Member in First Week
Hold Firesides (Training) for New Members	10	Hold Firesides (Training) for New Members
New Member Participates in Service Project	10	New Member Participates in Service Project
Potential Member gets involved in Service Project	10	Potential Member gets involved in Service Project
Invite a District Membership Committee member to speak at your club	10	Invite a District Membership Committee member to speak at your club
Develop an Attractive Website	10	Develop an Attractive Website
Hold A Club Assembly focused on Membership	5	Hold A Club Assembly focused on Membership
Bring a Visitor to a Club Meeting	5	Bring a Visitor to a Club Meeting
Propose a New Member	5	Propose a New Member
Assign a Member to Keep Track of Points	5	Assign a Member to Keep Track of Points
Attend the District Membership Seminar	5	Attend the District Membership Seminar
EVERY Member Participate in at least 1 or more of the above	50	EVERY Member Participate in at least 1 or more of the above



# Using Ignite on DACdb

- Simple menu structure:



- Overview – Level 4+
- Ignite Member Task Entry
  - Security Level 4+
- Cub Summary
  - Security Level 4 – Club Officers
  - Security Level 5 – AG Clubs
  - Security Level 6+ - All clubs
- District Summary
  - Security Level 4+ - view
  - Security Level 6+ - view with drill-down
- Help
  - Club level instructions – all levels
  - This Ignite PPT – all levels





# Data Entry

- Simple two selection entry screen – Club entry:
  - Select Member name (only Active members)
  - Select Ignite task
  - Add optional task note (e.g., visitor name)
  - Click "Add Task"

## Ignite Entry (2012-13)



The Ignite task entry form requires the selection of *both* the club member and the completed Ignite task selection.

Club Member:

Ignite Task:

Task Notes:

Who, when, what or where -- any comments associated with Member's task.

### 2012-13 Member tasks detail:

Ignite Task	Points	Notes	Date Entered	Created By	Action
Bring a Visitor to a Club Meeting	5		04/21/2013 03:32 PM	Thacker, Michael W	Edit - Delete
<b>Total Points:</b>	<b>5</b>	<b>1 task(s) entered</b>			





# District Summary

- Club points are rolled-up to District level
- Premier clubs are identified
- Hyperlink to Club Summary
- Word, Excel and Print output options

## District 7710 - Ignite Summary (2012-13)



District Summary of Ignite tasks are summarized below per Active Club. All Active clubs are shown on this list

### District 7710 District Summary

As of Date: April 21, 2013

Club Name / Points:	Assign a Member to Keep Track of Points	Attend the District Membership Seminar	Bring a Visitor to a Club Meeting	Hold A Club Assembly focused on Membership	Propose a New Member	Assign a Mentor for Each New Member	Develop an in Attractiv Websiteer	EVERY Member Participate in at least 1 or more of the above	Total	Premier
<a href="#">Angier</a>	0	0	0	0	0	0	0	0	0	
-	-	-	-	-	-	-	-	-	-	
<a href="#">Wakefield / Wake Forest</a>	0	0	0	0	0	0	0	0	0	
<a href="#">Warrenton</a>	5	5	45	35	0	0	0	100	265	** PREMIER **
<a href="#">Wendell</a>	0	0	0	0	0	0	0	0	0	
<a href="#">West Raleigh</a>	0	0	0	0	0	0	0	0	0	
<a href="#">Zebulon</a>	0	0	0	0	0	0	0	0	0	
<b>Total:</b>	<b>5</b>	<b>5</b>	<b>45</b>	<b>35</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>265</b>	<b>1</b>



# IGNITE PROGRAM CONSIDERATIONS

# Considerations



- Ignite was designed to be flexible, but...
- Some consistency at the Zone level may be required
- Further discussions are needed to cover:
  - District-level changes to point values
  - District-level additions to tasks
    - Some tasks maybe defined by the Zone
    - Some tasks can be added by the District
- Email notifications to task entry