

# The 8 in 8 Membership Challenge

Zones 30 & 31 | Challenge Runs March 1 – April 30



This February, Rotary clubs across **Zones 30 and 31** are invited to begin planning for the **8 in 8 Membership Challenge**, a focused, achievable effort to strengthen clubs through intentional growth.

Beginning **March 1**, clubs will have **8 weeks to add 8 new members**. Early planning starts now.

## The Challenge

- **Goal:** Add **8 new members in 8 weeks**
- **Timeline:** March 1 through April 30
- **Eligibility:** Any Rotary or Rotaract Club in Zones 30 & 31

There's no complicated scoring or comparison by club size. Meet the goal, and you're in.

## The Incentive

Clubs that successfully add **8 new members during the challenge period** will be entered into a drawing for **\$1,000** to host a **member social event** in **May or June**. The social event must include **members bringing guests**, reinforcing Rotary's culture of invitation and fellowship.

## Tools, Support, and Early Preparation

To help clubs prepare for success, **membership tools and resources** will be released ahead of and throughout the challenge.

Clubs are also encouraged to **enroll early in the Club Refresh Program**, supported by the **North American Club Creation Team**, to begin:

- Strengthening club culture and relevance
- Exploring flexible and modern club models
- Improving member engagement and retention
- Laying the groundwork for sustainable growth

Early participation in Club Refresh will help clubs enter the March 1 challenge with a clear plan and shared momentum.

## Why 8 in 8?

Eight new members will:

- Bring fresh energy and perspectives
- Share leadership and service responsibilities
- Expand community reach and impact
- Strengthen long-term club sustainability

Eight weeks provides a clear, focused window to build momentum and try new approaches.

## What's Next

Districts are encouraged to share this announcement widely with clubs and begin identifying interested Rotary and Rotaract Clubs. Additional details, tools, and enrollment information will be shared in February.

*Plan in February  
Grow in March and April  
Celebrate in May and June*