

MEMBERSHIP



Responsibilities



Delegation



Communication



Resources

Session Topics

What, When & How:

SESSION GOALS

Lead the club in establishing membership goals

Develop strategies for membership recruitment, retention and education

SESSION OUTLINE

Membership Development

Recruitment

Retention

Education

Review

- Assess Club Membership Environment
- Benefits of New Members
- Challenges in Attracting New Members
- Classification Survey
- Recruitment Plan
- New Member Orientation
- Member Education & Retention Plan
- Fellowship Best Practices
- Quality Meetings
- Public Relations

Resources in This Section

- Worksheets: Membership Goals
- Worksheet 11: Strategies for Membership Recruitment
- Worksheet 12: Strategies for Membership Retention
- Worksheet 19: PR Case Study

Resources on the Web

- Membership Development Resource Guide, 417
- Club Assessment Tools, 808
- New Member Orientation: How-To Guide, 414
- How to Propose a New Member, 254

“Innovation is simply group intelligence having fun.”
Michael Nolan



MEMBERSHIP



As Club President:	WHAT am I responsible for?	WHEN do I communicate? To whom?	HOW can I delegate? To Whom?
Assess Club Membership Environment			
Benefits of New Members			
Challenges in Attracting New Members			
Classification Survey			



As Club President:	WHAT am I responsible for?	WHEN do I communicate? To whom?	HOW can I delegate? To Whom?
Recruitment Plan			
New Member Orientation			
Member Education & Retention Plan			
Fellowship Best Practices			
Quality Meetings			
Public Relations			



Worksheet 11: Strategies for Membership Recruitment

Review the list of recruitment strategies, and check the items you are interested in implementing. Add any additional strategies below.

- Maintain a club Web site. A Web site promotes your club to the community and makes your club credible to prospective and younger members.
- Emphasize each club member's responsibility to identify, invite, and propose new members. Recognize club members who sponsor new members.
- Conduct the 25-Minute Membership Survey with your club membership to develop a list of prospective members. (The survey is included in *Club Assessment Tools* at www.rotary.org.)
- Have a clear club membership goal and a plan for achieving it that can be communicated to each club member.
- Hold a club assembly to discuss sources of new members.
- Encourage the club membership committee to hold information sessions in which club members explain the benefits and responsibilities of membership to potential members.
- Bring in Rotarians who represent the diversity of your community (e.g., different professions, ages, genders, ethnicities). Establish a peer group for these new members by inviting them to join the club in groups of three.
- Click on Members at www.rotary.org to find successful strategies that other clubs have used.
- Use your club's community service projects to identify and involve potential members. (These projects are also essential in developing effective public relations and enhancing the image of Rotary in your community.)
- Become acquainted with new business and community leaders.
- Hold induction ceremonies for new members. Recognize the new members and their sponsors in your club's bulletin or on its Web site.
- Lead by example. Encourage club leaders, particularly those responsible for membership, to bring in one new member during the first month of the Rotary year.
- Waive some or all membership fees for new members under the age of 40 for the first two years of membership.
- Change the club meeting time to accommodate professionals who commute to work. If there is enough interest, contact the district governor to suggest organizing a new club.
- Invite spouses, partners, and family members of Rotarians in your club to be members.

Additional Recruitment Strategies

- _____

- _____

- _____

- _____

Worksheet 12: Strategies for Membership Retention

Review the list of retention strategies, and check the items that you are interested in implementing. Add any additional strategies below.

- Invite every Rotarian to become personally involved in club projects and activities.
- Encourage clubwide participation in community service and Rotary Foundation programs.
- Conduct weekly programs that are relevant and meaningful to members.
- Explain to members how projects are relevant and effective.
- Use the Membership Satisfaction Questionnaire and the Resigning Member Questionnaire to help clubs identify their strengths and weaknesses. (Questionnaires are included in *Club Assessment Tools* at www.rotary.org.)
- Conduct a minimum of four club programs per year that address issues related to continuing education.
- Take part in multiclub meetings for the purpose of addressing continuing education.
- Participate in district meetings and events.
- Conduct a leadership development program in your club.
- Encourage Rotarians to read items such as the governor’s monthly letter and Rotary magazines.
- Offer to temporarily waive fees for members who have encountered financial difficulties.
- Include membership items in your club bulletin.

Additional Retention Strategies

- _____

- _____

- _____

- _____

Worksheet 19: Public Relations Case Study

Read the following case study, and create a public relations plan for the Rotary Club of Royal Gardens. Focus on three or four ways the club can reach out to the media and to the community directly to share its projects. Consider the questions below as you develop your plan.

The Rotary Club of Royal Gardens is located in a prosperous town of 35,000. The club's 40 members are a cross-section of the Royal Gardens professional community. The club's longest-running and most successful service project provides support for the community's growing elderly population. Through this ongoing project, club members prepare and deliver meals, arrange for home repairs, and visit hospitals.

The club also works with local schools to identify a candidate who is selected by the district to receive a Rotary Foundation Ambassadorial Scholarship. One scholar is studying the effects of global warming on ocean water levels and corresponds regularly with the club to inform members of her experiences.

The club's weekly program attracts prominent local speakers who talk about important issues facing the community. Attendance is high, and members are enthusiastic.

An informal survey was conducted by the club, and it revealed that few people in the community are aware of the club's efforts. Some respondents reported they perceive Rotary as a social club for older men.

Several members have complained about the difficulty of attracting new members as well as the lack of recognition the club receives for its service to the community. The club's activities have received no media coverage for the past five years.

How can the club provide basic information about Rotary International and the club to the media?

What aspects of the club's current activities might interest the media? Which type of media is most appropriate for each aspect? Why?

How might club programs be of interest to local media?

How can the club reach prospective members directly to inform them of its projects and membership opportunities?