MEMBER ENGAGEMENT

Assistant Rotary Coordinator Zones 25b and part of 29 / Region 26 / RY 2019-2020

Lou Miller

ASSESS YOUR CLUB

Rotary Club Health Check

Is Your Club Healthy?

Understanding Membership Reports: Getting Started

Report	Questions it answers	Where to find it	
		Rotary Club Central	My Rotary/ Reports
Club Growth	• How much has my club grown this Rotary year?	X	X
Member Viability and Growth	• What is my club's member retention rate? • How many members have joined or left my district or zone?	X	X
New Member Sponsors	• Who sponsored whom in my club? • Who sponsored the most new members?	X	X
Active and Historical Membership Leads Report *For current, incoming, and immediate past leaders of zones, districts, and clubs*	• What contact and other details are listed for each of my club's membership leads? • What is the status of each lead? • What details are listed for leads that are no longer visible on the club or district Manage Membership Leads page? • Which leads have been discontinued because the candidates were admitted, reassigned, or dismissed?		X
Membership Leads Executive Summary *For current, incoming, and immediate past leaders of zones or regions, districts, and clubs*	• How many leads are assigned to my district or club? • How many candidates have we contacted or invited to a meeting? • What is our average response time? • How many candidates were admitted or rejected? • What is the membership status of candidates in my club or district? • What are the trends (age, gender, Rotary program participation, etc.) among people assigned to my club or district? • How did prospective members hear about Rotary?		X

ASSESS YOUR CLUB

Membership Assessment Tools:

Representing Your Community's Professions (classification assessment)

Diversifying Your Club (member diversity assessment)

Finding New Club Members (prospective member exercise)

Improving Your Member Retention (retention assessment and analysis)

TOGETHER, WE

CONNECT

Rotary | PEOPLE OF ACTION

Visit rotary.org /brandcenter to learn more

ENGAGE CURRENT MEMBERS

Enhancing the Club Experience

Improving Your Member Retention

Connect for Good

Understanding Why Members Leave

GET MORE OUT OF MEMBERSHIP. CONNECT FOR GOOD.

Rotary

JOIN LEADERS | EXCHANGE IDEAS | TAKE ACTION   www.rotary.org

WHAT DO MEMBERS WANT?

CONNECT WITH YOUR CLUB

Leadership development

Professional development

Participation in service projects for the community

WHAT DO MEMBERS WANT?

Participation in global humanitarian efforts

Skills development
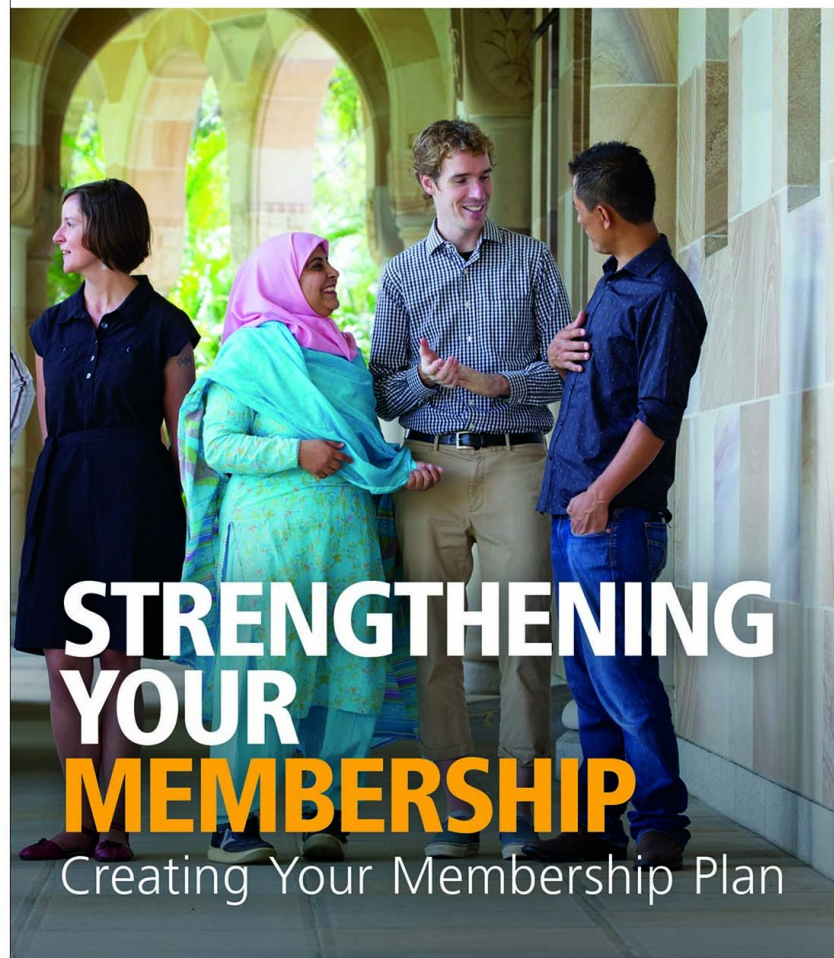
Sense of community and "family"

Leadership roles

WHAT DO MEMBERS WANT?

Public speaking Opportunities

Continuing education

Participation in programs for youth i.e. Rotoract

STRENGTHENING YOUR MEMBERSHIP

Creating Your Membership Plan

DEVELOP YOUR CLUB

Club Membership Committee Basics — Enroll in this learning plan to learn more about your responsibilities in developing a strategic

Be a Vibrant Club — Learn 10 best practices shared by vibrant clubs worldwide, along with regional versions featuring local success stories.

Club flexibility — Learn about flexible membership and meeting options

BE A VIBRANT CLUB
PHILIPPINES

YOUR CLUB LEADERSHIP PLAN

Rotary

CONNECT WITH PROSPECTIVE MEMBERS

Finding New Club Members: A Prospective Member Exercise — Try these strategies to attract qualified members for your club.

Impact Begins With You

Creating a Positive Experience for Prospective Members — Working with prospective members is a delicate task.

INTRODUCING NEW MEMBERS TO ROTARY

AN ORIENTATION GUIDE

Rotary

TOGETHER WE CONNECT, TOGETHER WE GROW

RI President Mark Daniel Maloney is challenging club and district leaders to grow Rotary. In his speech at the International Assembly in January, he called on leaders "to grow our service, to grow the impact of our projects, but, most importantly, to grow our membership so that we can achieve more." You play an important role in helping to achieve his vision and ensure that *Rotary Connects the World*.

Explore the options below to learn how you can begin growing Rotary.

Create a membership committee

Successful membership growth requires an organized approach. Maloney is asking each of the 2019-20 district governors to name a district membership chair and urging every club to form a membership committee. Your club membership committee can help you create, update, and execute an action plan to attract and engage members.

Download the **Club Membership Committee Checklist** for step-by-step instructions on how to identify, introduce, invite, and engage potential members.

Reflect the diversity around you

Make sure your club's members mirror the community it serves. Diversity is one of Rotary's core values. Clubs whose members have diverse backgrounds and viewpoints are more vibrant and serve their communities better. A membership committee whose members represent the diversity of its club and community can help you achieve this goal.

Download the **membership diversity assessment** to raise awareness of the diversity in your community and help your club achieve it.

Welcome family members to club activities and events

Be realistic about time expectations and thoughtful when scheduling meetings and events. Ensure club activities are family-friendly for young and old alike.

Start new clubs and offer different meeting formats

It's not just about forming new Rotary and Rotaract clubs in areas that don't already have them. It's also about appealing to current and potential members whose needs aren't being met by existing clubs. During the last three years since the Council on Legislation voted to allow clubs more flexibility, clubs have successfully tried various innovative membership models and meeting formats to attract new members.

To see some of these ideas at work, read the club innovation stories in each issue of **The Rotarian**.

QUESTIONS?

To access the information shared with you during this presentation, visit:

https://my.rotary.org/en/learning-reference/learn-topic/membership#connect