



**Welcome Rotary Districts of Texas & Oklahoma**

**5730 | 5770 | 5790 | 5810 | 5840 | 5870 | 5890 | 5910 | 5930**

# Rotaract

**Rotary Multi-District Training Institute (RMDTI)**

**Membership Champions | A Focus on Membership**

**July 31, 2021**

**<https://rmdti.org>**



# *2021-22 Rotary Coordinator Team*

Region 36 (Zones 25B & 29)



Debbie High  
*Rotary  
Coordinator*



Dian Edwards  
*Rotary  
Coordinator*



Faron Barr  
*Assistant Rotary  
Coordinator*



Jenna Buscemi  
*Assistant Rotary  
Coordinator*



Julie Clark  
*Assistant Rotary  
Coordinator*



Jim Coloff  
*Assistant Rotary  
Coordinator*



Tom Gump  
*Assistant Rotary  
Coordinator*



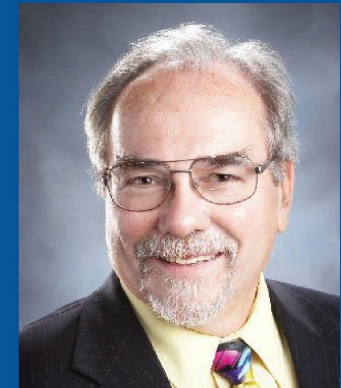
Andy Hagan  
*Assistant Rotary  
Coordinator*



Monique Hodges  
*Assistant Rotary  
Coordinator*



McKenzie MacFarlane  
*Assistant Rotary  
Coordinator*



Jeff Reed  
*Assistant Rotary  
Coordinator*



# **EMILY TUCKER**

**Regional Membership Officer**  
Zones 25B and 29

Emily.Tucker@rotary.org  
847-866-3258







**RMDTI - ROTARACT**



*Your Session Facilitators:*

**Vivi Bennett**

District Rotaract Chair  
District 5810 – North Texas  
Plano Community Rotaract Club



**Jenna Buscemi**

Assistant Rotary Coordinator  
Supporting Rotaract/ Rotary  
Connections & Initiatives



# OCTOBER 2019 BOARD DECISIONS

- Rotaract clubs will be able to establish a new club **with or without a sponsor.**
- Rotaract clubs will be able to choose other **Rotaract clubs as their sponsors.**
- Rotaract clubs will be open to all young adults **at least 18 years old.**

*Changes went into effect 1 July 2020*

# JANUARY 2020 BOARD DECISIONS

The Rotaract dues amount will be:

- **\$5** for members of university-based clubs
- **\$8** for members of community-based clubs

*Annual dues will be collected starting 1 July 2022*

# In your **Rotary Club**

---



Rotary Meeting



Discuss The Needs



Identify Club Members





# SCHOOL BASED



- Teacher Sponsor
- Members
- Executive Board
- Prepare
  - ✓ Rotaract Handbook
  - ✓ Standard Club Constitution
  - ✓ Recommended Bylaws



# COMMUNITY BASED

- Members
- Executive Board
- Prepare
  - ✓ Rotaract Handbook
  - ✓ Standard Club Constitution
  - ✓ Recommended Bylaws

# MEMBERSHIP

- Rotaract is a **type** of Rotary **membership**.
- Rotaractors are **eligible** to serve on **district-level** and **RI committees**.
- A Rotaractor can be an **official member** of **only one** Rotaract club.



# What can you **do**?

- **Discuss** these changes with your club and district leaders
- My Rotary accounts & listed as a member of their Rotaract club
- Share that Rotary will **support clubs that struggle** to pay any additional amount by exploring strategies
  - ✓ Fundraising
  - ✓ Engaging local businesses
  - ✓ Working with their sponsors



# ROTARACT TRIVIA





# RESOURCES

[www.rotary.org/membership](http://www.rotary.org/membership)

## FINDING NEW CLUB MEMBERS



Clubs around the world approach member recruitment in very different ways. Customize this exercise to make it appropriate in your region.

Asking your fellow members about people they know in the community who would be assets to the club is an important step in membership growth. Prospective members are likely to rely on the experiences and opinions of their friends, family, or colleagues when considering joining an organization like Rotary.

Encourage others to invite prospective members to club meetings, service projects, and events so they can see how your club helps the community and provides opportunities to form connections and friendships. It may take a few conversations or several visits for prospective members to get a full understanding of Rotary and how they could benefit from membership. It's important to allow that time to make sure that it's a good fit for everyone involved.



Two out of every three prospective members who are referred by a Rotarian join Rotary. If a prospect can't join your club but is interested in Rotary, help Rotary grow by referring him or her to another club.

### OUTCOME

Identifying prospective members and actively recruiting them will help your club:

- Develop a pool of potential candidates for membership
- Determine how to introduce prospective members to your club
- Get new members who are well vetted and more likely to stay

### GETTING ORGANIZED

Set aside time for members to complete the worksheet on page 3.3 at one of your club meetings. Typically, this exercise works best at the beginning of a Rotary year, when annual membership goals have just been set, or in March, when the incoming president is planning for the next Rotary year.

## CLUB TYPES, FORMATS, AND MODELS



**CLUB MODEL:** Finally, determine the approach or elements your club will offer. You can choose a model below or design your own.

Club model	Description	Appeals to
<b>Traditional</b>	The traditional club experience includes having a meal, hosting a speaker, and practicing traditions that members value; traditional clubs often have higher dues because of venue and meal costs <a href="#">Read about a successful traditional club.</a>	People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community
<b>Passport</b>	A club that allows members to attend other club meetings frequently as long as they attend a specified number of its own meetings each year <a href="#">Read about a successful passport club.</a>	People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people Learn more in the <a href="#">Guide to Passport Clubs</a> .
<b>Corporate</b>	A club whose members (or most of them) work for the same employer <a href="#">Read about a successful corporate club.</a>	Employees of one organization who want to do good in their community
<b>Cause-based</b>	A club whose members are passionate about a particular cause and focus their service efforts in that area <a href="#">Read about a successful cause-based club.</a>	People who want to connect with others while addressing a particular set of problems
<b>Alumni-based</b>	A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians <a href="#">Read about a successful alumni-based club.</a>	People who have participated in Rotary
<b>Interest-based</b>	A club that focuses on a particular interest or hobby <a href="#">Read about a successful interest-based club.</a>	People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members
<b>International</b>	A club whose members are expatriates or who speak a common language other than the primary language of their district, or an online club whose members are from different countries <a href="#">Read about a successful international club.</a>	Expatriates who want to connect with each other using a common language, or those who want to connect with people from all over the world or want other international experiences from their club meetings





# RESOURCES

[www.rotary.org/membership](http://www.rotary.org/membership)

## What's New in Rotary Leads on My Rotary: March 2021

We're always working to support your efforts to grow membership, and we're making the Membership Leads page on My Rotary easier for club and district leaders to use. You'll find several new features:

- 1 Notification emails about new candidates will provide more information, including why they want to join Rotary. A link in this email will take you **directly** to the candidate's record on My Rotary (login required).
  - 2 Notification e-mails will be sent to district membership chairs, with a copy to the governor.
  - 3 Assistant governors will receive notification emails **ONLY** when a candidate is assigned to a club in their group.
  - 4 Rotary will **automatically update** a prospective member's initial status once their record has been reviewed. All subsequent status updates need to be made by club and district leaders through My Rotary.
  - 5 Districts can add candidates **directly** to their lead lists on My Rotary. First-time users will get a pop-up tutorial introducing them to this feature.
  - 6 All Rotarians can use My Rotary to refer prospective members **to their own clubs** in addition to clubs in another community or Rotary district.
- New options for reconciling membership records:
- District leaders can select "Club admitted candidate" to indicate that the person has joined Rotary.
  - Club leaders can indicate when a candidate has become a member using a tool like ClubRunner or DactDB.
  - Remember that all records should be updated within 30 days of someone joining your club.

Tell us what you think of these updates using the new feedback feature at the bottom of your leads-related pages in My Rotary!

## ENGAGEMENT:

KEY TO RETENTION

OUR BEST RESOURCES ARE  
EACH OTHER!

- Impactful service projects
- Variety of activities
  - Social events
  - Leadership development
  - Mentoring
  - Professional development
  - Family-friendly
- Assess your members & listen to prospective members



**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

[Rotaryregion36.org](https://my.rotary.org/membership)

<https://my.rotary.org/membership>

