



DEVELOPING A SUCCESSFUL MEMBERSHIP COMMITTEE

August 1, 2020

Rotary Multi-District Training Institute (RMDTI)



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Dian Edwards



Debbie High

ROTARY COORDINATORS



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MEETING ONLINE

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PLEASE RENAME YOUR VIDEO TILE

(TITLE, FIRST/LAST NAME, DISTRICT) FOR EXAMPLE: RC DIAN EDWARDS, DISTRICT 5870



Mute when
not talking



Turn the
camera on



Be fully present



Raise hands to
contribute or comment



Speak and listen
with kindness

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SESSION OBJECTIVES

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- Understand responsibilities
- Develop a plan for working with other district and regional leaders
- Know how to help clubs thrive
- Become familiar Learning Center Membership Courses

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WELCOME!

The district membership committee chooses, promotes, and implements strategies for increasing membership and develops and implements a plan to organize new Rotary clubs in the district.

Your Session Facilitators:

Jim Coloff
Assistant Rotary Coordinator
Districts 5650, 5970, 6000



Linda Marrin
Assistant Rotary Coordinator
Districts 5580, 5950, 5960

Andy Hagan
Assistant Rotary Coordinator
Districts 5840, 5890, 5910, 5930



LEADING YOUR COMMITTEE



DISTRICT MEMBERSHIP CHAIR'S PRIMARY RESPONSIBILITIES

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- Assist club membership chairs in carrying out their responsibilities.
- Manage prospective member leads through the Manage Membership Leads page on My Rotary.
- Assist in organizing, establishing, and supporting new and different types of clubs both in areas that have no Rotary clubs and in areas that do.
- Discuss committee progress, challenges, and opportunities with your team, Rotary coordinator and district governor regularly.

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MEMBERSHIP COMMITTEES MAKE A DIFFERENCE!!!

“Alone we can do so little, together we can do so much.” -- Helen Keller

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**Let's do a
short poll.**

Does your district have a membership committee?

**DMC JOHN LOCKE
DISTRICT 6250**

**FORMING A DISTRICT
MEMBERSHIP TEAM
AND USING INCENTIVES**



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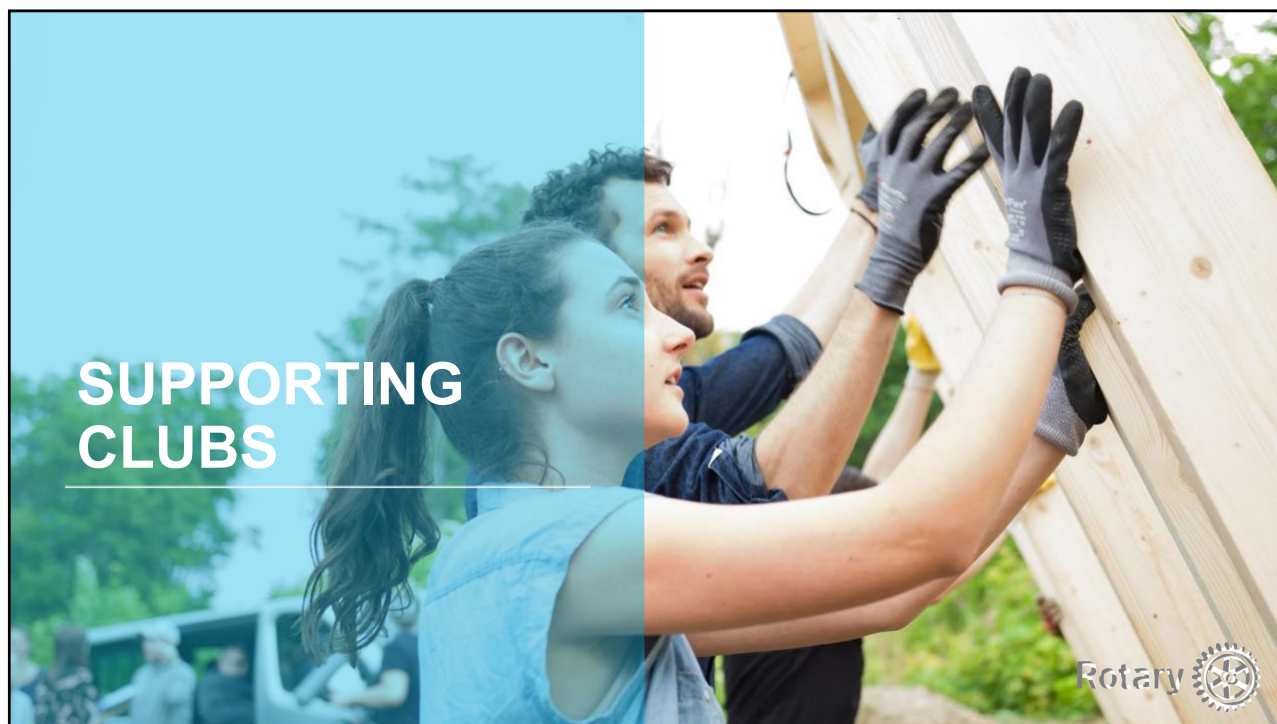
SUPPORTING CLUB MEMBERSHIP COMMITTEES

How can you support the club membership committees in your district?

Ensure club membership chairs know about and use their District membership committee and other District resources to help support and strengthen their clubs:

- Introduce various types of resources available to help "Access Your Club".
- Encourage clubs to identify a membership chair and establish an active membership committee to focus on membership goals, recruitment, member orientation, club's and members' expectations, leadership development, engagement, and retention.
- Share successful club membership "Best Practices" including the handling of online membership leads.
- Communicate and discuss opportunities for membership growth with your District Governor, District and club leadership teams using flexible club models.

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SUPPORTING CLUB MEMBERSHIP COMMITTEES

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How can you support the club membership committees in your district?

When you want to strengthen membership, here are three things that work:

1. Having a membership committee in every district — and every club
2. Putting people of various backgrounds on those committees
3. Looking methodically at the community, not just individuals, when you think about inviting new members to join our clubs

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Let's do a
short poll.

Are you aware of the membership support available from the Zone and RI?

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SUPPORTING CLUB MEMBERSHIP COMMITTEES

Emily Tucker

Regional Membership Officer
RI Membership Development

Tel 1.847.866.3258

Email: Emily.Tucker@rotary.org

<https://vimeo.com/432696867>

Resources: [Rotary.org/membership](https://www.rotary.org/membership)



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HOW CAN I HELP?

Support and guide clubs, districts, and zones:

- Attraction and engagement strategies
- Club assessments & member satisfaction surveys
- Enhance the member experience
- New club development
- Club & membership flexibility
- Membership Leads program
- Membership Reports
- Membership resources
- Share successes, challenges, best practices

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I'M HERE FOR YOU!

Monthly RMO emails
Phone, conference calls, email
Rotary Coordinators
District Membership Chairs
Webinars
Trainings
Membership Resource Guide
Rotary.org/Membership



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DMC LUIS CAVAZOS
DISTRICT 5930
SHARING RESPONSIBILITIES
WITH YOUR TEAM

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WORKING WITH OTHER LEADERS

What membership goals has your district governor and clubs set?

By understanding your clubs' membership goals and plans, you'll be able to see how your work relates to the overall success of your district. This can be achieved by periodically reviewing actual membership trends to club goals throughout the Rotary year.

How will district and regional leaders work with your committee to help foster and support "Membership Matters" in your clubs?

What membership events are planned in your district and how will you and your committee support them?

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**Let's do a
short poll.**

Does your district have a written Membership Plan?

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WHY CLUBS NEED A MEMBERSHIP PLAN



- Don't make goals complicated
 - 3-4 Attainable goals
 - Must be attainable
- Must have specific Action Items
 - Hold district membership month
 - Offer new member grants
- Communicate your Plan
 - DG, Membership Chairs, President, Your Committee

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Breakout Rooms

We will break into 4 groups

Two facilitators will be assigned to each breakout room:

One to lead the group with discussion questions

One to record discussion responses.

15 minutes in rooms, 3 minutes/each group to report out.

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WORKSHEET

Building a Plan to Support Your Club
10 min in room / 1 min to report

Scenario A Room 1

1. What membership strategies can Kim recommend?
2. How can the district membership committee support these clubs?
3. What resources could help these clubs overcome their challenges and become more vibrant?

Scenario:

District Membership Chair Kim's district has 40 clubs. They are all different and have different needs. Some are thriving, while some are merely surviving. Kim has grouped the clubs into four categories:

A. Steadily growing, enthusiastic clubs that take on ambitious yet successful projects and have a mix of longtime and newer members

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WORKSHEET

Building a Plan to Support Your Club
10 min in room / 1 min to report

Scenario B Room 2

1. What membership strategies can Kim recommend?
2. How can the district membership committee support these clubs?
3. What resources could help these clubs overcome their challenges and become more vibrant?

Scenario:

District Membership Chair Kim's district has 40 clubs. They are all different and have different needs. Some are thriving, while some are merely surviving. Kim has grouped the clubs into four categories:

B. Large clubs with exclusivist cultures whose members are content and have fun but don't welcome new members or experiences.

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WORKSHEET

Building a Plan to Support Your Club
10 min in room / 1 min to report

Scenario C Room 3

1. What membership strategies can Kim recommend?
2. How can the district membership committee support these clubs?
3. What resources could help these clubs overcome their challenges and become more vibrant?

Scenario:

District Membership Chair Kim's district has 40 clubs. They are all different and have different needs. Some are thriving, while some are merely surviving. Kim has grouped the clubs into four categories:

C. Established, mostly male clubs whose membership is slowly decreasing but that give large contributions to the Foundation

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WORKSHEET

Building a Plan to Support Your Club
10 min in room / 1 min to report

Scenario D Room 4

1. What membership strategies can Kim recommend?
2. How can the district membership committee support these clubs?
3. What resources could help these clubs overcome their challenges and become more vibrant?

Scenario:

District Membership Chair Kim's district has 40 clubs. They are all different and have different needs. Some are thriving, while some are merely surviving. Kim has grouped the clubs into four categories:

D. Small clubs that are barely able to operate, in which a few members do all of the work; they have good intentions but just don't have the capacity to make much of an impact in the community

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Welcome back!
Time to share!

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Reports from Breakout Groups



- Due to time constraints, each group will be given three (3) minutes to report out.
- A document summarizing discussions recorded in all groups will be shared with registered participants.

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QUESTIONS?

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**THANK
YOU!**