

Membership Development

Learning Objectives

1. Set Membership Goals
2. Be Effective!
3. Develop strategies for:
 - Membership *recruitment*
 - Membership *retention*
 - Membership *education*
4. Member education
is **vital**

Membership Development

Very Important!

1. Can't exist without it
2. Affects ability to serve
3. Enhances fellowship
4. A *process* that:
 - requires leadership
 - requires emphasis

Membership Development

Very Important!

1. Development includes:

- Recruitment
- Retention
- Education
- Forming new clubs

2. A Committee can
greatly assist

Membership Development

Who Can Help You?

1. Club Committee:

- A KEY component
- A primary resource for you!

2. Develops action plans:

- New member recruiting
- Member retention
- Member education

3. Implement, Follow-up

Membership Development

Where Are We?

Club presidents can:

- Use *Planning Guide*
- Review 5-year profile
- Complete classification survey
- Complete diversity assessment
- Visit Best Practices Exchange
- Network with growing clubs
- Seek advice from district chair
- Use resources at www.rotary.org

Membership Development

Why it's Important

1. Capacity for service
2. New ideas, energy
3. New interests, talent
4. Makes club attractive
5. New leadership roles
6. Provides continuity
7. New members = future

Membership Development

Achieving Diversity

1. Reflecting area's diversity aids growth
2. Points to consider:
 - Seek a diversity of professions
 - Seek a diversity of ages
 - Seek a diversity of gender
 - Seek a diversity of ethnicity

Membership Development

New Rotary Clubs

New Clubs:

- Offer new opportunities for prospective members with conflicts

Sponsor a new Club?

- Talk with district membership chair and governor
- Assist district in planning
- Help organize new club
- Support the new club

Membership Development

A HIGH Priority!

Education about Rotary:

- Involvement ↔ motivation
- Increases awareness/retention
- Maintains interest/enthusiasm

Education affects ALL:

- Prospective members
- New members
- Current members
- Prepares members for growth

Membership Development

What's Really Important?

Prospects need:

- Membership “basics”
- Club history/traditions
- Club projects/activities
- New member expectations
- Membership benefits
- Membership Obligations
- Financial responsibilities
- RI publications
- RI, district, club websites

Membership Development

Resources

- Assistant Governor
- District Governor
- District Committee
- Membership Seminar
- Other clubs
- Regional Coordinator
- RI Membership Division

Membership Development

More Information

Suggested club resources:

- *Membership Development Resource Guide*
- *Club Assessment Tools*
- *New Member Orientation: A How-To Guide for Clubs*
- *Membership Video Set*
- *Rotary Basics (such as ABC's of Rotary)*