

Engaging Club Members

Your club's ability to serve the community, support The Rotary Foundation, and develop future leaders is directly related to the level of enthusiasm and engagement of your members.

Engaging your members is one of the hallmarks of Rotary Club leadership. To assist you in this process, Rotary resources on this subject include the [*Strengthening Your Membership: Creating Your Membership Development Plan*](#) (417-EN) and Club Assessment Tools, an online supplement for analyzing club membership trends.

As President-Elect, you have these responsibilities:

- Appointing and meeting with your club membership committee
- Assessing the current state of your club's membership, and reviewing your club's long-range membership goals
- Setting your club's annual membership goals, which support your club's long-range goals; using Rotary Club Central, and aligning your annual membership growth and retention goals to your district's goals
- Identifying and implementing innovative and creative strategies to attract and retain club members
- Promoting club and district membership education and training for all stages of membership, including prospective, new and current member education
- Seeking opportunities to sponsor a new club in your area. Remember, one of the three priorities of the RI Strategic Plan is to support and strengthen clubs.

Rotary clubs are encouraged to:

- ✓ Foster club innovation and flexibility
- ✓ Balance activities in a variety of service
- ✓ Promote membership diversity
- ✓ Improve member attraction and retention (with action plans)
- ✓ Develop leaders
- ✓ Start new clubs
- ✓ Have an updated strategic plan

As club President, you have these responsibilities:

- Leading by example, personally sponsoring a new member and encouraging each member of the club to do the same
- Appointing active, knowledgeable membership committee members
- Setting ambitious but attainable new member attraction goals
- Conducting a club assembly on the importance of successful new member attraction strategies
- Encouraging full representation of the diversity of the community
- Encouraging club members to discuss Rotary and its goals with friends, family, and colleagues and to invite qualified candidates to join Rotary
- Promoting community awareness of your club and its activities
- Recognizing club members for sponsoring new members

Your Club Membership Committee

This essential club membership committee is essential to implementing the club's membership development plan. Its main role is to successfully attract, retain, and educate club members. Your club may amend its bylaws to reflect the specific responsibilities of your membership committee, adding subcommittees as needed. Membership committee members should coordinate efforts with members of the other club committees to maximize membership growth opportunities.

Appoint Rotarians to the membership committee who have strong connections to a cross-section of the community and are interested in improving the membership experience for the club's members. Members of this committee should be experienced at prospecting and selling, should enjoy working with people and have a thorough knowledge of Rotary. Check in with the membership committee regularly to determine what new strategies are needed to achieve your membership goals.

Assessing Your Club

As President-Elect, you'll work closely with your club's membership committee to assess the current state of your club and plan membership goals using Rotary Club Central and other tools available from *Club Assessment Tools* at www.rotary.org. Use *Club Assessment Tools* to identify your club's retention strengths and weaknesses, and then work with the membership committee to implement strategies for addressing them. As you look at your club, don't forget to regularly assess your club environment and community involvement to ensure that it's relevant to club members and the community. Finally, make continuing education and training a regular club activity.