

# Session 1: Role and Responsibilities Membership Committee



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## Learning Objectives

- Understand the role of the membership committee
- Select appropriate committee members



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# Role

Develop a comprehensive plan for identification, recruitment, and retention of members.



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# Responsibilities

- Achieve club membership goals for the coming year
- Educate and train club members about the importance of recruitment and retention of qualified, diverse members
- Conduct classification surveys
- Conduct club assessments to ensure membership development efforts are effective



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# Recruitment

- Develop a recruitment strategy
- Help members identify potential Rotarians, and promote the proposal of new members as a responsibility of all Rotarians
- Ensure the club's membership reflects the diversity of the community's professional and business population
- Understand the classification system
- Propose new members to the club



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# Diversity

Reflect the community with regard to

- Profession
- Age
- Gender
- Ethnicity
- Religion



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# Classification

- A member's classification is his or her business or profession
- The number of members holding a particular classification is limited according to the size of the club
- It ensures that each club's membership reflects its business and professional community



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# Electing New Members

- An active member submits the name of the proposed member to the board through the club secretary
- The board reviews the proposed member and notifies the secretary of its decision
- The club is notified of the new member's name and classification
- The new member pays the admission fee and becomes a Rotarian



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# Retention Strategies

- Use surveys to identify what's important to members, and act on their suggestions
- Ask resigning members to complete a questionnaire to identify challenges
- Review club projects to ensure that all are still relevant to club members
- Conduct continuing education sessions
- Hold regular club assemblies to discuss club activities
- Make meetings interesting and enjoyable



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# Committee Members

- Professional experience in recruiting, hiring, or sales
- Strong connections to a cross-section of the community
- Thorough knowledge of Rotary
- Outgoing and sociable personality



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