



# Session 5:

# **Membership**

# Learning Objectives

1. **Lead the club in establishing realistic membership goals for the upcoming Rotary year.**
2. **Understand the components of effective membership development.**
3. **Develop strategies for membership recruitment, retention, and education.**



**A reminder, you will use what you learn  
in this session as you draft the membership  
goals during the afternoon session:  
Goal setting/Annual and Long-Range Planning.**



**Know the features  
in Appendix 19,  
page 67.**

## **Summary of Session 5: Membership**

**Use this sheet  
throughout the  
session.**



For your presidents-elect  
training seminar.

## **APPENDIX 19 Summary of Session 5: Membership**

### **Resources**

#### **Informational Resources**

*Membership Development Resource Guide* (417-EN)  
*New Member Orientation* (414-EN)  
*Planning Guide for Effective Rotary Clubs*  
(appendix 39)  
*Rotary Basics* (595-EN)  
*This Is Rotary* (001-EN)

#### **www.rotary.org**

Keyword searches:  
Membership  
Membership Development  
Best Practices Exchange

#### **Human Resources**

Assistant governors  
District governor  
District membership development committee  
District public relations committee  
Regional Rotary International membership  
coordinators (RRIMCs)  
Rotary International membership zone coordinators  
(RIMZCs)  
RI Membership Development Staff

#### **Additional Resources**

- 
- 

### **Ideas to Implement**

### **Contact**

- 1.
- 2.
- 3.
- 4.
- 5.

### **Action Steps**

- 
- 
-

**Why is membership development important?**

**How does your club view membership development?**



## Key points

- Your club cannot exist and thrive without a solid membership base. **To be effective, a Rotary club needs members.**
- A solid membership base ensures that your club can increase its service potential and fellowship.
- Membership development includes:
  - Recruitment
  - Retention
  - Organizing new clubs

**Refer Appendix 18, page 64, for tips.**



**How many members  
are in your club?**



## Club size June 2007

<u>Membership</u>	<u>No of Clubs</u>
10	6
11-25	34
26-40	23
> 40	7





**What is your role in your club's membership development?**

**What membership development goals does your club have?**



## Key points

1. **Your membership Committee is your primary resource for helping to achieve your club's membership goals**
2. **The committee develops and implements a plan for recruiting and retaining club members**



**Who else is responsible for achieving  
your club's membership goals?**

**How will you work with the  
membership committee?**



## Key points

1. Meet with your club's membership chair on 1<sup>st</sup> July to assess current annual and long range membership goals.
2. Help manage the programmes of the membership development committee to ensure its effective operation.
3. Help manage the orientation of new members and the continuing education of current members.



# **How will you assess your club's current membership situation?**



## Key points

1. Use the membership section of the *Planning Guide for Effective Rotary Clubs* (*page 123*) to assess your club & plan membership goals.
2. Review the five-year membership profile of your club.
3. Consult with your DG or AG
4. Determine a realistic membership development goal and plan for growth.
5. Complete a classification survey as early in the year as possible to identify unfilled professions represented in the community.
6. Visit the Membership Best Practices Exchange at R.I. website for ideas that have worked in other clubs.
7. Go to [www.rotary.org](http://www.rotary.org) for club assessment resources.



**Once your club has established membership goals, what other club committees will you work with?**



# Key points

1. **Public relations** committee: to help develop and maintain a positive image of your club within the community as well as improve retention of existing members
2. **Service projects** committee: to plan interesting projects and activities that engage and satisfy members and attract new members
3. **Club administration** committee: to plan weekly meetings in observance of Membership and Extension Month (August)
4. **District membership** development committee: for resources and strategies to recruit and retain members
5. **District extension** committee: to seek new clubs organizing in your area that meet at a different time or day





9.15 am

## **MEMBERSHIP RECRUITMENT**

**Why is recruiting new members  
important for your Rotary club?**



## **Key points** Recruiting Members

- **New members become future leaders.**
- **Diversity of the professional community makes the club more representative.**
- **New Rotarians bring fresh ideas.**
- **More Rotarians means greater service outreach.**
- **Greater membership brings increased participation and contributions to The Rotary Foundation.**
- **Younger members are the future of the organization.**



**Is your club working to achieve  
diverse membership?**



## Key points

**Membership that reflects the diversity of the community can be characterized by**

- **Profession**
- **Age**
- **Gender**
- **Ethnicity**

**With membership diversity, your club will be better able to identify and meet local service needs.**



# **What are some of the challenges of attracting new members?**



## Key points

- 1. Competing priorities**
- 2. Lack of diversity among members**
- 3. High cost of membership**
- 4. Misconceptions about benefits and responsibilities of membership**
- 5. Lack of awareness of Rotary in the community**



**How can you address these challenges?**

**What membership recruitment ideas  
have worked in your club?**



## Key points

1. New members must be invited to join.
2. Emphasise each club member's responsibility to identify, invite, and propose new members.





**Refer to Appendix 20, page 68.**

## **Strategies for Membership **Recruitment** Worksheet**

**Any comment on the ideas?**

**Any experience to share?**



9.30 am

## **MEMBERSHIP RETENTION**

**Is retention a challenge in your club?**



## **Key Points: Retaining Members**

- 1. Retention is a key component of membership growth.**
- 2. Rotarians who are involved and committed are less likely to leave Rotary.**
- 3. Involvement and enthusiasm of current members helps retain new members.**
- 4. In order to grow as a organization, the needs of current and future members must be addressed.**



# **Why do existing members leave Rotary clubs?**



## Key points

1. **Competing time commitments with family and work**
2. **Expenses associated with Rotary membership**
3. **Lack of fellowship**
4. **Poorly structured meetings**
5. **Lack of service projects and programmes that interest members**
6. **Lack of service projects and programs relevant to community needs**
7. **Unavoidable circumstances, such as relocation**



**What actions can you encourage club members to take to address these issues?**



## Key points

1. **New members should immediately get involved in club activities and committees.**
2. **Encourage family participation at more Rotary events, such as the district conference.**
3. **Develop activities and service projects that meet community needs.**
4. **Develop a recruitment strategy to prepare for unexpected loss in membership.**



**Refer to Appendix 21, page 95.**

## **Strategies for Membership Retention Worksheet**

**Any comment on the ideas?**

**Any experience to share?**





9.45 am

# Membership Education

**Why is it important to make Rotary education a priority within your club?**

***Rotary information is fundamental  
to retaining current members.***



- 1. What types of Rotary education does your club provide its members?**
- 2. Does your club have a plan for education of new members?**
- 3. Does your club have a plan for continuing education for current members?**



## **Membership Education is important for all stages of Rotary membership, including:**

- 1. Prospective member education**
- 2. New member orientation and education**
- 3. Continuing education for current members**



# **How can you educate or inform prospective members about Rotary?**



## Key points

1. Inform prospective members of the basics of Rotary and club membership.
2. Provide potential members with realistic expectations about the benefits and obligations of membership.



# Why is it important to educate new members?



## Key points

1. **Knowledgeable members can become immediately involved in club activities.**
2. **Members who are well informed about Rotary will be more successful at recruiting new members.**
3. **In order for Rotary to grow, we need to retain the members that we bring into our organization.**



**Why is it important to continue  
the Rotary education of existing  
members?**





## Key points

1. **Rotary is a dynamic organization.  
Informing members of changes and opportunities  
will ensure that they remain challenged, motivated,  
and enthusiastic.**
2. **A high turnover rate in existing clubs is one of the  
most pressing membership issues that Rotary faces  
today.**



# **What RI resources can you use to educate members?**



# Review

Refer Appendix 19,  
page 67

*Would you like to  
share any additional  
resources that you  
have used?*



## APPENDIX 19 Summary of Session 5: Membership

For your presidents-elect  
training seminar.

### Resources

#### Informational Resources

*Membership Development Resource Guide* (417-EN)  
*New Member Orientation* (414-EN)  
*Planning Guide for Effective Rotary Clubs*  
(appendix 39)  
*Rotary Basics* (595-EN)  
*This Is Rotary* (001-EN)

#### www.rotary.org

Keyword searches:  
Membership  
Membership Development  
Best Practices Exchange

#### Human Resources

Assistant governors  
District governor  
District membership development committee  
District public relations committee  
Regional Rotary International membership  
coordinators (RRIMCs)  
Rotary International membership zone coordinators  
(RIMZCs)  
RI Membership Development Staff

#### Additional Resources

- 
- 

### Ideas to Implement

### Contact

- 1.
- 2.
- 3.
- 4.
- 5.

### Action Steps

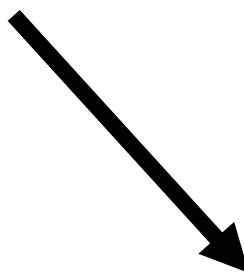
- 
- 
- 



## APPENDIX 19

### Summary of Session 5: Membership

**What action steps will you take as a result of this session?**



#### Resources

##### Informational Resources

*Membership Development Resource Guide* (417-EN)  
*New Member Orientation* (414-EN)  
*Planning Guide for Effective Rotary Clubs* (appendix 39)  
*Rotary Basics* (595-EN)  
*This Is Rotary* (001-EN)

##### www.rotary.org

Keyword searches:  
Membership  
Membership Development  
Best Practices Exchange

##### Human Resources

Assistant governors  
District governor  
District membership development committee  
District public relations committee  
Regional Rotary International membership coordinators (RRIMCs)  
Rotary International membership zone coordinators (RIMZCs)  
RI Membership Development Staff

##### Additional Resources

- 
- 

#### Ideas to Implement

#### Contact

- 1.
- 2.
- 3.
- 4.
- 5.

#### Action Steps

- 
- 
- 



# Health State of a Club

Healthy  
Unhealthy  
Sick  
Critical  
Dead



# Healthy Club

Effective Programs  
Effective Fellowship  
Effective Service  
Effective Growth



# Unhealthy Club

No Identity

No Goal

Imbalance of Activity

Divisions in club



# Sick Club

Poor Programs  
Poor Fellowship  
Poor Service  
Poor Growth





## Critical Club

Declining Membership  
Declining Attendance  
No Service  
No President Elects



# Death of Club

Voluntary  
Non-Functional  
Deregistration



# Rotary in District 3310

## June 2007

### Health Status

<u>Clubs</u>	<u>Number</u>
Healthy	32
Unhealthy	21
Sick	12
Critical	5



# Thank you

