



# NEW APPROACH TO MEMBERSHIP



Presented by :  
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**1.21 million**

1 July 2016

# 1.235 million

Projected 1 July 2017

- ~25,000 net member increase

# A FRESH APPROACH !

Give your members a meaningful Rotary experience by offering them opportunities to make a positive difference and connect with others. They'll make valuable friendships and feel good about Rotary and the work we're doing to make the world a better place.

Find ideas to help your club take a fresh approach with these resources:

- [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.

- [Strengthening Your Membership](#) — Develop a long-term strategy for strengthening your club's membership.
- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.
- [Connect for Good](#) — Encourage members to get involved for a more meaningful Rotary experience.
- [Connect to Membership Leads](#) — Find prospective members who want to get involved.
- [Be a Vibrant Club](#) — Use these proven strategies and new ideas to give your club a boost.

# How strong is your club?

Assess your club regularly to learn what works and what doesn't. Do your members reflect the range of professions and cultures in your community? Are you achieving your club's goals? What qualities make your club attractive to new members?

# THINGS TO BE DONE

01. Engaged , Satisfy Members

02. Diverse

03. Growing

04. Positive Public Interest

05. Relevant to community needs

06. Community awareness

07. Trying new things

08. Awesome signature program/  
Event

09. Great Leadership

10. Engaged Speakers

11. Having Fun !!

12. Having Fun !!!

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Disengaged , Dissatisfied Members

Not representative in Community

Stable or declining

No interest from Public

What community needs

What do you do ?

Trying the same thing over & over

We do nothing significant

Led by same groups

Dry Leadership & perceived leader  
laugh at a meeting or two

Have fun with some members



# Engage current members

**Work hard to deliver an experience that will keep members excited about Rotary. Successful strategies include:**

- Regularly recognizing members for their achievements
- Keeping members involved in club projects and activities
- Encouraging members to take on leadership roles
- Sending monthly email updates

# Find new members

**The top two reasons people join Rotary are to meet new people and to get involved in their communities. Many of the non-Rotarians you know are looking for the same things. Invite them to help with a service project, attend a networking night, or participate in a club gathering so they can see for themselves how Rotary connects leaders to make positive change.**

- **Consider these potential candidates for membership:**
- **Friends and family members**
- **Business and professional acquaintances**
- **Younger community leaders who are already connected to Rotary through Rotaract, RYLA, peace fellowships, Youth Exchange, and other programs**

# Use social media to attract members

**Is your club on Facebook? Is your website up-to-date? Are you sharing information about your club's activities and projects with your community? An active social media presence can attract new members and inspire current ones.**

# Share information about Rotary

**You can explain the benefits of joining your club by hosting an information session for potential and new members.**

## **01. Prospective member information session**

Invite club members to describe their experiences, talk about your club's service projects and social activities, and give an overview of Rotary.

## **02. New member orientation**

**Build new members understanding of Rotary by hosting a series of information sessions. Suggested topics include Rotary history, opportunities for service, and The Rotary Foundation.**

# QUESTIONS ?

