

CLUB MEMBERSHIP COMMITTEE BASICS

This Club Membership Committee Basics textbook is partly extracted from RI online Learning Center course. Please visit the Rotary Learning Center for further information needed on the Rotary website: [Rotary.org](https://www.rotary.org)

**Translating Committee
Rotary Centre in Thailand
December 2022**

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Get Ready: Club Membership Committee

Your role

As a member or the chair of your club membership committee, you'll develop and implement a plan to attract and engage members. Your responsibilities include:

- Participating in the district vibrant club workshop and the district training assembly
- Following the steps in the Strengthening Your Membership planning guide
- Using Membership Assessment Tools to evaluate your club
- Assembling a motivated and active committee of five to 15 members
- Reviewing and following up with the membership leads assigned to your club
- Developing or updating an orientation program to help new members learn more about Rotary and get involved
- Emphasizing the importance of attracting and engaging members in your club's strategic plan
- Using our diversity assessment to analyze how well your club represents your community (including by age, gender, and ethnicity)
- Tracking your progress toward club membership goals in Rotary Club Central or by using the Rotary Citation goals for Rotaract clubs worksheet
- Working with the club board if you sponsor new clubs

Creating an engaging club experience



Make the experience of membership in your club as engaging as possible to keep people involved and connected. Start by using tools like the member satisfaction survey and the Club Health Check to assess your club. Determine what changes your club wants to make, and work with your fellow leaders to implement those changes.

Adjust the way your club operates as needed to continue to thrive. Research shows that clubs attract more members and engage them more effectively when they have the freedom to be flexible. Your club can become more flexible if that's what members want. Consider these options:

- Consider when and how often you meet. Ask members if the current meeting day, time, and frequency work well for them. You might meet less often, or more often at certain times. Or you could choose to have a mix of meeting times each month, or to meet differently at different times of year.
- Schedule service projects or social events in place of some traditional club meetings.
- Choose whether to meet exclusively in person or online, alternate between online and in-person meetings, or use both formats at the same time.
- Consider whether different membership types, such as family, junior, or corporate memberships, would engage current and prospective members.
- Survey members about what kinds of meetings and what meeting features appeal to them most.
- Rotary clubs: Use the reports in Rotary Club Central to track your club's membership trends and determine where to focus your efforts.

In general, get creative and have fun! Learn about how your club can be more flexible and find ideas in the *Be a Vibrant Club* guide. Work with your president and the administration committee to develop new structures or formats for your meetings, and then record the changes in your club's bylaws.

Tips and ideas for various activities

Meetings

- Use time during your meetings to plan activities and projects.
- Offer a virtual participation option for members who can't attend in person.
- Have members talk about their areas of expertise or significant experiences rather than inviting guest speakers.
- Create a theme for each meeting. A well-planned theme can help build excitement, set expectations of what will be discussed, and boost participant engagement.
- Allow time for people to share ideas about how to work with different community groups.

- Rotate the meeting location to make it more convenient for members.
- Use the first half of the meeting for Rotary matters and the second half for social activities.
- Invite members from a Rotary Community Corps or from a Rotary, Rotaract, satellite, or Interact club to speak about their experiences and share their success stories.
- Invite prospective members to speak as industry experts on topics related to your projects.



Social Events



- Hold an annual retreat to have fun and reflect on your work in the past year.
- Meet once a month at a restaurant or similar venue to socialize.
- Plan events that are suitable for family members and encourage them to attend.
- Celebrate personal milestones and other special occasions in members' lives.

Networking Events

- Hold a networking event to help people build relationships with each other.
- Conduct a joint networking event with other clubs.
- Invite local business leaders in order to increase your club's visibility, introduce prospective members to Rotary, and create a foundation for future partnerships.





Service Projects

- Collaborate with other organizations on new kinds of projects to expand your reach.
- Talk with members to ensure that the club is involved in activities that genuinely interest them.
- Create regular opportunities to volunteer in the community together, and then discuss your experiences during a meeting.

Even as you seek to add members, it's important for your club to meet the needs of its current members and keep them engaged. Work with your club's leaders to change things that aren't working to make your club meetings more accessible and to make them a place where people want to be.

Engage members throughout the years

During the first year

- Make sure the experience your club offers matches the expectations you set.
- Offer a structured orientation program for new members.

At 1-2 years

- Encourage members to get involved in activities planned by the district.
- Match members with a service project or activity that genuinely interests them.
- Involve members in a committee.

At 3-5 years

- Encourage members to seek leadership opportunities.
- Ask people to be mentors for new members.

At 6-10 years

- Find opportunities for members to share their expertise.
- Give members primary roles in projects, activities, or leadership.

At more than 10 years

- Ask members for their ideas about how to energize the club.
- Keep them involved in board roles so they can advise newer club leaders.

Keeping members is a top priority for any club, so dealing with member resignations can be difficult. But understanding why members leave can help you improve your engagement efforts and retain other members.

If you're part of a Rotary club, you can review the Member Viability and Growth report to find your club's retention rates and use the Membership Termination Profile to determine why members leave. Both are in My Rotary under Club Reports.

Our research shows that members leave for different reasons at different points. Be sure to engage members at all phases of their membership:

① Learn more with the [Improving Your Member Retention](#) guide.

Work with other club leaders to:

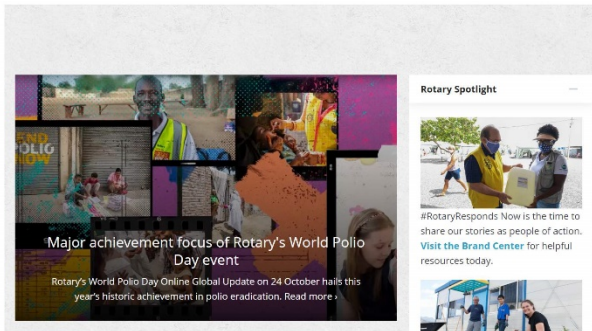
- Set and track membership goals in Rotary Club Central or by using the Rotary Citation goals for Rotaract clubs worksheet.
- Recognize members for their efforts in the club.
- Interview members who leave, and use the exit survey to identify the issues that are affecting your retention efforts.
- Incorporate the results of the member satisfaction survey into your club's strategic plan.

Online resources

Many resources are available to help you fulfill the responsibilities of the membership committee. Rotary club officers have access to all the resources listed below. Rotaract club officers now have access to reports in My Rotary and club administration functions.



My Rotary



A My Rotary account

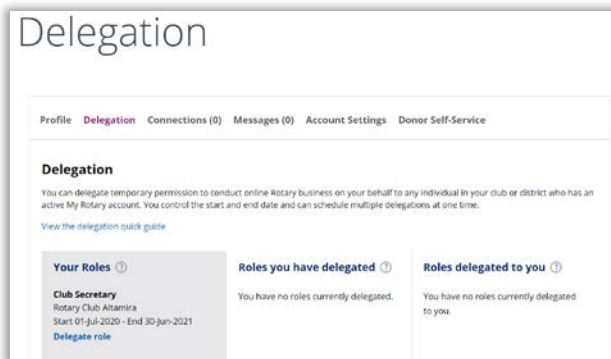
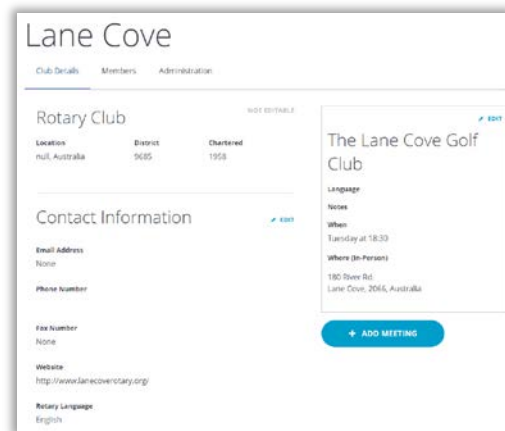
My Rotary gives you customized access to many functions and types of information. You can:

- Review reports about membership, club trends, club giving, and alumni program participation (if you are a Rotary club officer)
- Find logos and create club and event brochures using the Brand Center
- Take more courses in the Learning Center
- Serves as a spokesperson for the district and works to improve Rotary's public image

Club administration functions

You'll find all the administrative functions for managing your club on the Club profile page.

This includes lists of members and officers, details about your club, and a note about your club management system, if you use one.



Delegating administrative tasks

As a Rotary club officer, you can give any other club officer temporary permission to conduct online Rotary business on your behalf. That person needs to have an active My Rotary account.

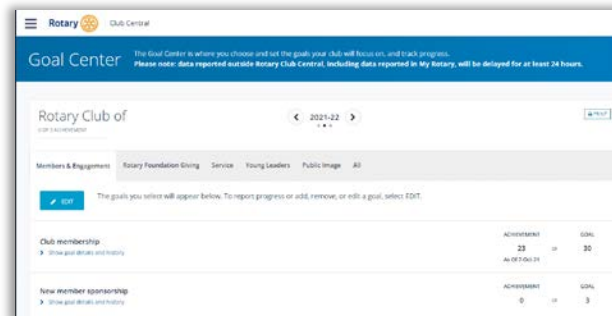
Your delegate can't access your personal information, such as your profile, contribution history, or discussion group activity. They can, however, use the same tools and get the same

sensitive information that you can. Review [How to Delegate Your Online Access](#) for more information.

Rotary Club Central

Rotary club officers can set and track membership goals for the year in Rotary Club Central. For the sake of continuity, officers have access for the years before, during, and after their term.

Monitor your progress and use reports to help you assess trends and decide how to focus your efforts.



All Rotary club members can access their club's goals. District leaders can view and edit those goals.

PROSPECTIVE MEMBERS
Rotary processes tens of thousands of membership leads from people around the world who are interested in joining Rotary. These potential members are all around you — they might be Rotary alumni who moved to your area or someone who heard about Rotary in the news or saw your club's billboard.

RELOCATING MEMBERS
Is one of your members relocating or looking to change clubs because of schedule conflicts or other obligations? Keep them active in Rotary by helping them **rejoin** or **find a new club**. And be sure to check your leads for members who are moving to your area or looking for a new club to join.

REFERRED MEMBERS
Do you know someone who would make a great Rotarian but isn't in your area or can't meet when your club meets? **Refer a member** and we'll help them find a Rotary club that works for them. By referring qualified candidates to another club — and acting on referrals to your club — you help strengthen Rotary's ability to do good in the world.

Membership leads

If you're the membership chair, you play a major role in reviewing and managing the member leads that your district has assigned to your club. You, along with the president, secretary, and executive secretary/director, will receive notifications when you have a new lead to review or other steps to take.

Awards and recognition

The Awards page has information about various ways to recognize clubs, members, and nonmembers. If you have any questions about awards, write to riawards@rotary.org.

Newsletters

Subscribe to Rotary newsletters such as Membership Minute in order to stay current on topics that are interesting or relevant to you and your club.



Rotary staff

Contact Rotary staff members with your questions about club policies and Rotary resources.

- Club and District Support representatives can answer questions about policies, procedures, and diversity, equity, and inclusion efforts. They can also help with matters like establishing new clubs, changing a club name, and club mergers.
- The Rotary Support Center can answer questions about general Rotary topics or about The Rotary Foundation.

Some resources are available to all club members. Encourage them to sign up for a My Rotary account, which will let them:

- Create and manage a profile with their contact information, background, occupation, Rotary program participation, and areas of expertise
- Find and connect with other clubs and members
- Give to The Rotary Foundation and review their personal contribution history
- Take courses in the Learning Center
- For Rotary club members, view the club's goals and achievements in Rotary Club Central

What's next?

You've learned a lot about how to fulfill your role, and you're ready to get started. Consider these questions as you prepare for the district training assembly and the year ahead:

1. What are the most important responsibilities of the club membership committee? What are the chair's most important responsibilities?
2. How will your committee support the club's strategic plan?
3. How can your committee attract new members?
4. How can your committee keep members engaged?
5. How can you ensure that new members are informed and included?
6. What tasks will you delegate to others, and how will you support them?

Resources

The Learning Plan for **Club Membership Committee Basics** consists of various courses that you may learn from the Learning Center at [Rotary.org](https://www.rotary.org)

- Getting Started with the Learning Center
- Get Ready: Club Membership Committee
- Working with Your Club Leadership Team
- Leading Effective Committees
- Is Your Club Healthy?
- Creating an Inclusive Club Culture
- Best Practices for Engaging Members
- Strategies for Attracting New Members
- Rotary Club Central Resources
- Online Membership Leads
- Committing to Diversity, Equity, and Inclusion

