

# NURTURING NEW CLUBS

This Nurturing New Clubs 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](http://Rotary.org)

Translating Committee  
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# Nurturing New Clubs

## Course Description

New club supporters can learn their roles for helping new clubs achieve success. This course provides best practices for guiding new clubs during their formative years.

Chartering a new club is a great accomplishment, but it's just the beginning. It takes effort to sustain a club, too. Research shows that clubs that receive guidance and encouragement from club and district leaders during their first few years are more likely to thrive. Learn how you can nurture a new club to success.

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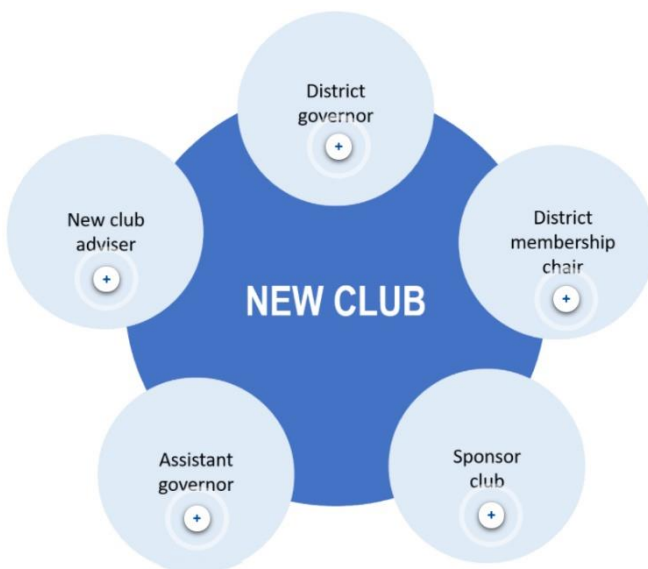


# Your role in supporting new clubs

Nurturing new clubs is a key responsibility of the district membership committee, new club adviser, and sponsor clubs. District governors and assistant governors also play important roles in their success. By working together to support a club during its first two to three years, you can help it thrive and grow.



Click each plus sign below to learn how people in many roles support new clubs.



## DISTRICT GOVERNOR

The district governor oversees the formation of Rotary and Rotaract clubs and serves as a new club adviser or appoints one to give young clubs the support they need to thrive.

## ASSISTANT GOVERNOR

An assistant governor helps clubs set and achieve their goals. As a new club begins operating, the assistant governor may also need to provide extra support, answer questions, and direct the club to district resources.

## SPONSOR CLUB MEMBERS

Sponsor club members mentor the new club and work with it on adopting bylaws, developing programs and projects, and collaborating with the district.

## NEW CLUB ADVISER

The new club adviser champions and supports new clubs and helps them succeed by sharing stories and advice learned from experience and from observing other clubs.

## DISTRICT MEMBERSHIP CHAIR

The district membership chair identifies new clubs being formed in the district and helps them with the process. The chair also helps the new club develop its culture and its purpose within its community.

## ROLES AND RESPONSIBILITIES

This chart lists more details about how various people support and nurture new clubs.

District governor	<ul style="list-style-type: none"> <li>• Sets district goals for new club development</li> <li>• Approves new clubs</li> <li>• Notifies the district membership chair and assistant governor of new clubs</li> <li>• Coordinates the preparation and submission of charter applications</li> <li>• Works with the new club adviser to ensure that a new club is supported</li> </ul>
District membership chair	<ul style="list-style-type: none"> <li>• Works with the governor to analyze district membership trends and identify needs and gaps</li> <li>• Checks on new and developing clubs regularly and offers support</li> <li>• Assists with informational and organizational meetings as needed</li> <li>• Talks with the leaders of new clubs about their club type, meeting format, and other important club decisions</li> <li>• Helps new clubs find members and teaches them how to manage the membership candidates assigned to their clubs through the Membership Leads page</li> <li>• Encourages clubs to create new member orientation programs and membership development plans</li> </ul>
New club advisers and other supporters	<ul style="list-style-type: none"> <li>• Assist with informational and organizational meetings</li> <li>• Help find enough members to charter the club</li> <li>• Stay in contact and offer support</li> <li>• Help with administrative tasks, using Rotary’s online tools, and creating club bylaws</li> <li>• Connect new club leaders with district resources</li> <li>• Answer club leaders’ questions when they can and, when they can’t, encourage the club leaders to ask the district governor or Club and District Support</li> </ul>

## SPONSOR CLUBS

Learn the responsibilities and requirements of sponsoring a new club.

## RESPONSIBILITIES

### Sponsoring a Rotary club

- Help establish the new club
- Help the new club's members write and adopt its bylaws
- Consult with members on their club's programs and projects
- Serve as a liaison with the district governor during the first year
- Mentor the club for at least one year after it receives its charter

### Sponsoring a Rotaract club

- Help find prospective members
- Plan a meeting for prospective members to learn more about Rotaract
- Assign an adviser to serve as the liaison between the sponsor club and new club
- Regularly attend the new club's meetings and events
- Invite the new club to collaborate with your club on activities and events

## REQUIREMENTS

### Sponsors of Rotary clubs need to:

- Be in good financial standing with Rotary International
- Have at least 20 active members
- Have an active and effective service program

### Sponsors of Rotaract clubs need to:

- Submit the Rotaract Club Certification Form and a \$50 certification fee to Rotary International
- Sign and present the certificate of organization to the new club
- If the Rotaract club is university-based, work with the faculty adviser, who serves as a liaison between the sponsor club and the university administration

## LEARN MORE

### Sponsoring a Rotary club

- For more information on how to sponsor a new Rotary club, contact your district governor or district membership committee.

### Sponsoring a Rotaract club

- For more information on how to sponsor a new Rotaract club, contact your district governor or district membership committee. You can also refer to the Rotaract Handbook for a complete guide to sponsoring a Rotaract club.

The support of a **sponsor club** can **increase the success rate** of new clubs by as much as **10%**.

## WHOSE RESPONSIBILITY?

	(A) District governor	(B) District membership chair
1) Appoints and works with the new club adviser		
2) Encourages new clubs to develop a new member orientation program		
3) Analyzes membership trends in the district to identify needs and gaps		
4) Approves a new club		
5) Assists with informational and organizational meetings		
6) Connects new clubs with membership leads		
7) Sets district goals for new club development		

Answers

1 - A; 2 - B; 3 - B; 4 - A; 5 - B; 6 - B; 7 - A



# Finding new members

After a club is chartered, it's important for it to continue to grow and attract new members. You can help a new club thrive by providing its membership chair and other club leaders with information on club roles and membership resources.



## CHAMPION CLUB DEVELOPMENT

Established clubs sometimes worry that their members will leave to join new clubs. But a review of Rotary clubs formed between 2014 and 2019 found that 88% of charter members were new to Rotary. So you can help dispel those kinds of concerns as you champion new club development in your district.

## CRAFTING THE MESSAGE

Research tells us that people join Rotary to make a positive difference, meet new people, and pursue leadership opportunities. Help new clubs attract members by working with them to develop a message about their club and Rotary that highlights these opportunities.

After the club is chartered, encourage its leaders to refine their messaging to reflect the club's evolving culture. Use that language to promote the new club in the community.

## WHERE TO FIND NEW MEMBERS

A club's online presence can help it attract members. Help new clubs use their websites and social media accounts to highlight their work in the community. Make sure contact information and details about club meetings and activities are kept up-to-date. Club leaders can also use the Finding New Club Members exercise to learn how to increase their membership.

Other ways to help new clubs find more members.



## **DISTRICT PROMOTION**

District leaders can promote the new club on the district’s website and social media accounts and in its newsletters. Promoting it through several channels raises awareness and encourages support.



## **MEMBERSHIP LEADS**

Many prospective members express their interest in joining a club through [rotary.org/join](https://rotary.org/join). Club and district leaders receive email alerts when these prospective members are assigned to them. Encourage the new club’s leaders to check its leads often, and if you’re a district leader, remember new clubs when you assign leads to clubs.

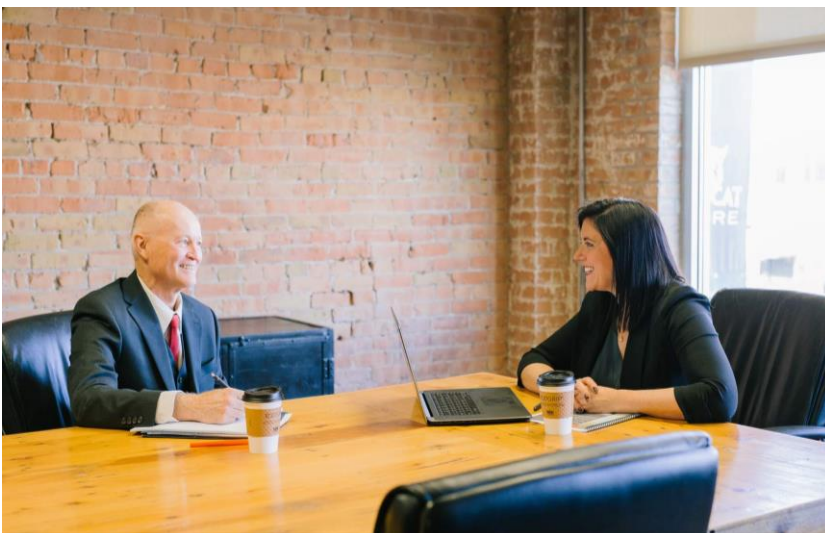
Club and district leaders can see their leads by going to Manage Membership Leads in My Rotary.



## **ROTARY ALUMNI**

Rotary alumni often have life-changing experiences through Rotary and are excited to give back. Yet too often, they never hear from Rotary again after their studies, Rotary Youth Exchange trip, or Rotary Youth Leadership Awards program.

After a long silence, a sudden invitation to join might be off-putting. Work with alumni chairs to develop a long-term district strategy to engage alumni so that any invitation to join a new club won’t be a surprise. See [How to Use the Program Participants and Alumni Report](#) to find alumni in your area.



Ask people you meet and people you already know about their interest in becoming a part of Rotary or Rotaract.

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## TALK TO PEOPLE YOU KNOW

The new club's members and supporters can talk to friends, colleagues, and neighbors about Rotary and Rotaract. Seek out people who want to connect with others and make change in the community. Ask them about their interests and tell them what Rotary can offer them. Then invite them to be part of shaping the new club.

## REFLECT THE COMMUNITY

Clubs are most effective at addressing local issues when they represent the community they serve and include diverse perspectives. Make sure that new clubs include people of various professions, ethnicities, ages, genders, and cultures in their membership and reflect this diversity in their activities. A diversity assessment can help new clubs identify opportunities for creating a more inclusive environment.





# Engaging new members

## NEW MEMBER ORIENTATION

Help new clubs establish a new member orientation program. A successful orientation program gives new members a chance to learn about the club and Rotary, meet other members, and discover ways to get involved.

Understanding Rotary and how the new club fits into the organization is part of that learning.



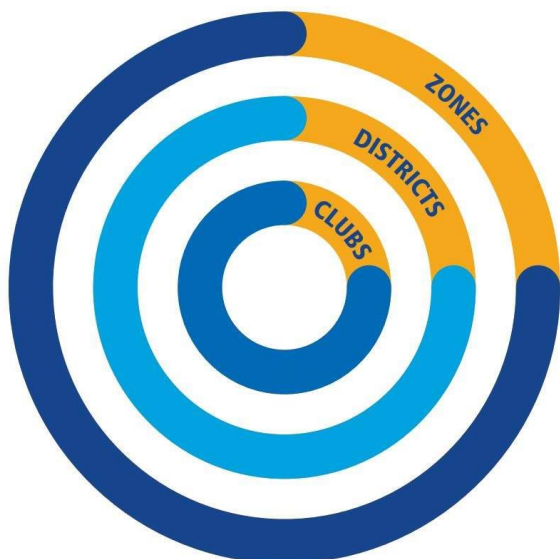
## INTRODUCING NEW MEMBERS TO ROTARY

Supporters of new clubs can offer their own tips for developing a new member orientation program. You can also encourage new members to take the Rotary Basics course in the Learning Center.

## UNDERSTANDING ROTARY'S STRUCTURE

Many new members don't realize that Rotary has more than 36,000 Rotary clubs and over 11,000 Rotaract clubs in about 525 districts and 34 regional zones around the world.

Offering a series of sessions about Rotary, the district, and the clubs can help new members understand how they fit into our global organization.



Help new clubs understand how they fit into the larger Rotary world.

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### **KEEPING MEMBERS ENGAGED**

Half of members who leave Rotary were in their club for less than two years. Help new clubs succeed by keeping their members engaged. New club leaders may not know about all the ways members can get involved. Refer them to Connect for Good to learn more. You can also help by sharing ideas for activities and projects that keep members engaged.

Leaders in new clubs may also need help learning how to structure meetings that are fun and productive and meet their members' expectations. Introduce new leaders to the member satisfaction survey so they can learn about people's interests and create a meaningful club experience for everyone.

### **GETTING MEMBERS INVOLVED**

As you support new clubs, remind their members of the many ways that they can get involved in their club and Rotary. Offer to speak at a club meeting about the opportunities Rotary offers to make a difference.

Here are some other ways members can get involved in their clubs, their communities, and the Rotary world:

#### **IN THEIR CLUBS**

Remind new club members that they can grow personally and professionally and meet other people who want to make a difference by sharing their ideas, finding a mentor or mentoring another member, organizing a meeting or event, assuming a new role, or taking Rotary's leadership development courses.



## IN THEIR COMMUNITIES

Tell clubs that by working with local leaders and community members, they can improve people's lives and strengthen their ties to the community. Encourage them to participate in club service projects, support Rotary's local programs for young leaders, work with Rotary Community Corps, and collaborate with other clubs on projects.



## IN THE ROTARY WORLD

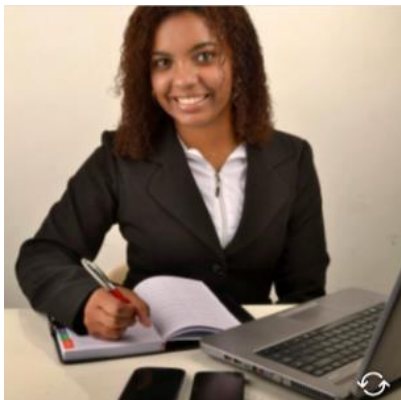
Make sure new members understand that they're connected to a global network of professionals and leaders who share a passion for making positive change. Remind them of the opportunities to meet other members by joining a Rotary Fellowship or Rotary Action Group, participating in international projects, helping to eradicate polio, taking part in the Rotary International Convention, and supporting Rotary's causes.



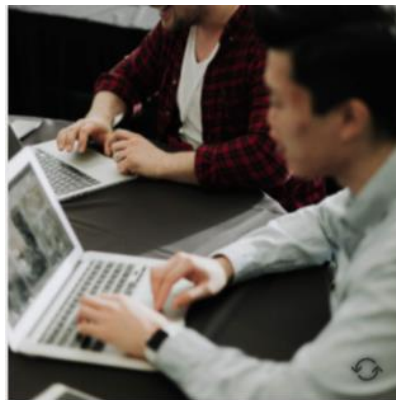
## GETTING FAMILIAR WITH MY ROTARY

Encourage members of new clubs to familiarize themselves with Rotary.org and create a My Rotary account so they can access the resources and online tools for members. For now, the only Rotaract officers who can access the Club Administration area are club presidents.

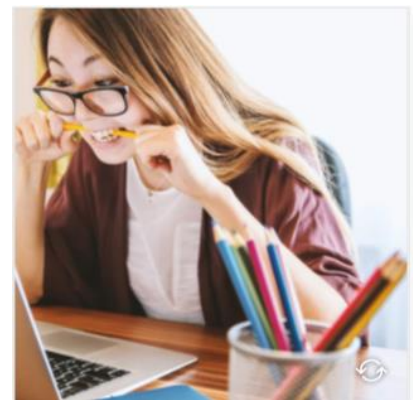
What resources on My Rotary you can show to club members and leaders.



Show club officers the Club Administration area to manage club details, report member and officer changes, pay invoices, see membership leads, and more.

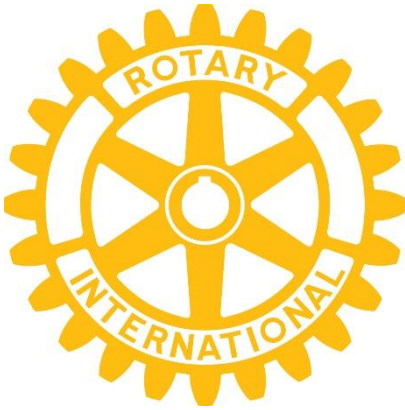


Show club leaders where to enter their club goals and achievements in Rotary Club Central. Note that Rotaractors can't currently access this area.



Show members the Learning Center, where they can find out about Rotary and their new roles and also find professional development courses.

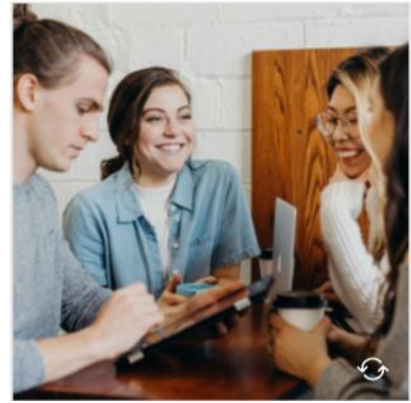




Show members the Brand Center with Rotary's logos, voice and visual guidelines, and templates to ensure that new clubs correctly use our brand identity.



Show Rotary and Rotaract members Rotary Showcase, where they can look for project ideas and seek project partners.



Show club leaders the Manage Membership Leads page, where prospective members have expressed interest in joining.

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## Learning more

Members can also learn more about Rotary and discover opportunities to get involved and make new connections by taking part in district events and the Rotary International Convention. Find other ways below for new members to learn more.

### Create an account

New members can browse [Rotary.org](https://www.rotary.org) and create a My Rotary account to learn about the opportunities available through Rotary.

[MY ROTARY](#)

### Take courses

With more than 700 courses, Rotary's Learning Center offers sessions on topics such as membership, leadership roles, and Rotary's brand.

[LEARNING CENTER](#)

### Get social online

Members can follow our accounts on Facebook, Twitter, Instagram, Snapchat, and more to learn more about Rotary and Rotaract and connect with other members.

[SOCIAL MEDIA](#)

# Club operations

Helping a new club start functioning is one of the important things you'll do as a club supporter, and that includes helping club leaders understand their roles, manage the club's finances, and learn about the district support available to help them.



Club leaders will find resources to help them get started on My Rotary. Encourage everyone in the club to set up a My Rotary account, and show club leaders how to use the Club Administration area to report new members, set goals, and more.

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## CLUB ROLES

New club officers often have a lot to learn about leading a club, especially if this is their first experience in this kind of role. You can help by sharing your experiences and what works in your own club. Help new clubs report their club officers through My Rotary so they receive important information related to their roles. Tell them when the district will hold club officer training and direct them to courses about their role in Rotary's Learning Center.

## DUES

The club treasurer collects dues from members and can explain what their dues pay for. Be sure club leaders understand that members will be charged club, district, and Rotary International dues. RI dues are the same for all Rotary members, but club and district dues vary.



## RI DUES

Dues paid to Rotary International make it possible for Rotary staff members to support clubs worldwide. Rotary club members pay US\$35.00 per half year in 2021-22 and US\$35.50 per half year in 2022-23.

Rotaract club members will begin paying dues to Rotary in July 2022. The US\$50.00 certification fee will be discontinued then.



## CLUB DUES

Club dues vary by club and are used to pay for meeting venues, meals, name badges, and other club expenses. You can help new clubs open bank accounts to manage their finances.



## DISTRICT DUES

District dues vary by district and pay for district events and services. Learn more about the support a district provides below.



## DISTRICT SUPPORT

Make sure new clubs know about the district support available to them. Here's how:

- Invite club leaders and members to district training assemblies so they can network with other members and learn more about Rotary and its resources.
- Connect club leaders to district committee chairs. They can provide regional information on various Rotary opportunities, including district requirements for applying for Rotary grants and local or national laws to know about if the club gets involved in Rotary Youth Exchange.
- Offer a district support person to help with technology issues, such as setting up online meetings or events.
- Make sure new club members subscribe to district communications as well as their Rotary magazine.



Help new clubs report their club officers on My Rotary so they receive important information related to their role. Let them know when club officer trainings will be held by the district and direct them to courses for their role on Rotary's Learning Center.

# Planning for the future

New clubs that want to thrive and grow need to plan for the future. Club leaders should think about how they'll continue to attract members and what activities and projects they want to do. Then they can ensure that future leaders are prepared to keep the club moving forward by providing training and a succession plan.

## SETTING GOALS

Before the new club's leaders set goals, have the whole club think about what they want their club to be like in five, 10, or even 20 years. What do they hope to achieve? How do they want members to think about the club? And how will they know they've succeeded?

When the members have a vision for their club, they can develop a strategic plan with long- and short-term goals. Have the club's leaders enter the goals in Rotary Club Central and report their achievements throughout the year. Clubs that achieve more than half of their goals can earn the Rotary Citation, the highest honor a club can receive.

Although Rotaractors don't have access to Rotary Club Central, they can still set goals and track their progress toward earning the Rotary Citation for Rotaract Clubs.



## MEMBERSHIP GOALS

Membership goals should include keeping current members engaged as well as attracting new ones. Encourage members to create a membership plan to document their club's goals. Providing leadership opportunities, involving the community in activities, and following up with prospective members should all be part of the plan.

## OFFER LEADERSHIP OPPORTUNITIES

Let members serve on a committee, manage a project, or take another leading role. Members can also take the leadership courses created by Toastmasters International.

## **ORGANIZE COMMUNITY EVENTS**

Encourage the club to hold community events in part to build a positive image of Rotary and help nonmembers learn about the club.

## **MANAGE MEMBERSHIP LEADS**

Make sure new club leaders know how to manage the prospective candidates assigned to them through Manage Membership Leads.

## **PROJECT PLANNING**

Most members join Rotary to make a difference in their communities, so it's important for a new club to begin planning projects quickly to keep members interested. Encourage members to learn more about organizing and carrying out service projects by using the Project Lifecycle Resources.

Sponsor clubs and other clubs in the area can invite new clubs to work with them on their own projects and fundraisers. You'll be involving members in service activities while helping them learn how to plan and organize these activities.



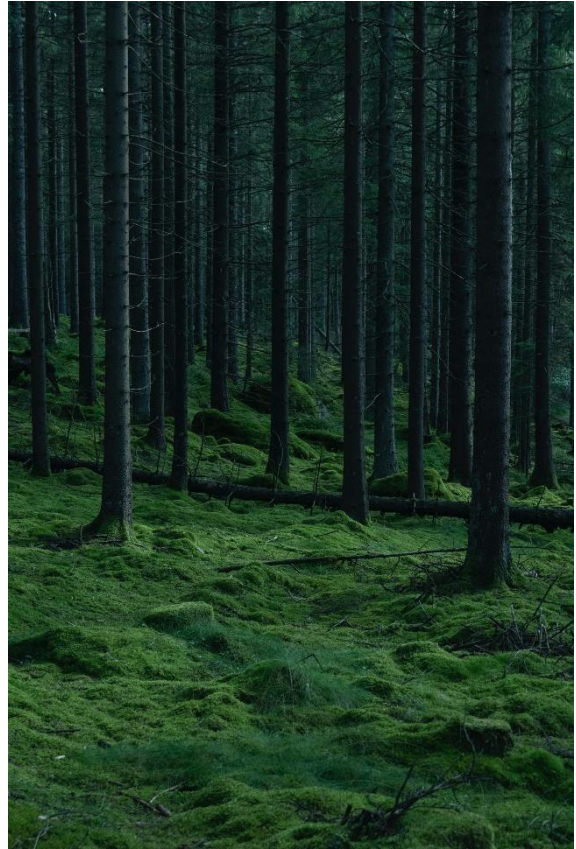
## **MENTORING**

Think about connecting new members with mentors from other clubs or in the community. They can share their own experiences and expertise in leadership, project planning, and more. New club supporters can also serve as mentors.

## **SUCCESSION PLANNING**

Club leaders change regularly. Make sure club members are ready for leadership roles by offering them development opportunities throughout the year, such as opportunities to serve on committees, plan meetings or events, and practice their skills in other ways. You can help new clubs develop a succession plan that prepares incoming club leaders for their new roles and responsibilities and helps them continue to work toward the club's goals.





Nurturing and offering lots of guidance to new clubs during their first few years gives them the best chance to be successful. Your support can help them thrive and grow!

