



MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on www.rotary.org by clicking on the hyperlink, or ordered on shop.rotary.org with the SKU number provided. If you experience any trouble when placing your order, please email membershipdevelopment@rotary.org or shop.rotary@rotary.org.

PUBLICATIONS			
Name	Description	Audience	Available
<u>Strengthening Your Membership: Creating Your Membership Development Plan</u>	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents, district membership chairs, and club membership committees	<u>http://shop.rotary.org/</u> (SKU: 417)
<u>Organizing New Clubs</u>	This publication provides guidance in organizing a new Rotary club for district governors and their special representatives.	District governors and special representatives	<u>http://shop.rotary.org/</u> (SKU: 808)
<u>New Member Orientation</u>	This guide offers recommendations for developing each stage of your club's orientation program, from prospective member education to new member orientation.	Club leadership	<u>http://shop.rotary.org/</u> (SKU: 414)
<u>Be A Vibrant Club- Regional Leadership Plans</u>	Regional guides can help you to develop a leadership plan for your Rotary club. Find information and ideas customized to your region.	Club leadership	<u>http://shop.rotary.org/</u> (SKU: 245A)
<u>Connect for Good</u>	Colorful, eight-page guide shows how to get involved and connect with Rotary. Provides an updated overview on Rotary for all members.	Current members	<u>http://shop.rotary.org/</u> (SKU: 595)

REPORTS			
Name	Description	Audience	Available
Five Year History of Member Start Figures	Shows membership numbers for 1 July by region zone, for the year specified in the report name.	District and zone leadership	<u>Rotary Club Central</u>
Membership Comparison to 1 July	Monthly report that shows a comparison of current year club and member totals with previous year club and member totals for selected district(s).	District and zone leadership	<u>Rotary Club Central</u>
District Progress to Goal	Shows progress towards membership goals for selected district(s) or club.	Zone leadership	<u>Rotary Club Central</u>

Clubs in My District	Shows club and member totals for district, member totals by club, and lists newly chartered and terminated clubs for selected districts.	District and zone leadership	Rotary Club Central
Alumni Report Guide	Learn how to use the Program Participants and Alumni Report as a tool to identify club program speakers, service project volunteers, or prospective members.	District and zone leadership	http://www.highroadsofrotation.com/file_upload/er2/files/how+to+use+the+program+participants+and+alumni+report.pdf

TOOLS			
Name	Description	Audience	Available
Rotary Club Central	Track your goals and activities in membership, service, and foundation giving.	Club and district leaders	https://www.rotary.org/myrotary/en/secure/13301
Rotary Showcase	Post and share club or district service project information.	Rotary members	http://map.rotary.org/en/project/pages/project_showcase.aspx
Rotary Ideas	Post your projects and ideas and ask for partners, volunteers, funding, or other support.	Rotary members	http://ideas.rotary.org/
Membership Best Practices Discussion Group	This discussion group provides a forum for leaders at all levels to share best practices for recruiting, attracting, engaging, and retaining current and prospective members.	Rotary members	https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices

RESOURCES			
Name	Description	Audience	Available
New Member Welcome Kit	Welcome new members to your club with Rotary essentials: Connect for Good brochure, What's Rotary? card, and Proud Member window cling.	New members	www.shop.rotary.org (SKU: 426)
Membership Minute e-newsletter	Rotary stories and the latest membership development ideas, strategies, and resources.	Club and district leaders	www.rotary.org/en/news-features/newsletters
Rotary Weekly	Subscribe to this e-newsletter to receive updates on news and information, as well as developments from around the Rotary world.	Rotary members	www.rotary.org/en/news-features/newsletters
Regional Membership Plans	An initiative of the RI Board of Directors created to help district leaders identify and carry out membership strategies that work best in their areas.	Club and district leaders	https://www.rotary.org/myrotary/en/membership-resources
Young Professionals Summit Report	A report that shares strategies, ideas, and key findings from the Young Professionals Summit held in Chicago September 2014.	Rotary members	http://www.highroadsofrotation.com/file_upload/er2/files/yps+summit+report_final.pdf
How to Lead a Young Professionals Summit Guide	Learn how to plan, organize, and lead a young professionals summit to energize and engage your members as you discuss how to create a more appealing and engaging Rotary experience for all members.	Rotary members	http://www.highroadsofrotation.com/file_upload/er2/files/ic15+breakout_how+to+lead+a+young+professionals+summit.pdf

Strategic Planning Guide	Use this guide and worksheet to help develop a vision, goals, and measurements for your strategic plan.	Club and district leaders	https://www.rotary.org/myrotary/en/document/strategic-planning-guide
Club Brochure Templates	Use this online tool to customize your club's logo and create a brochure. To access the templates, you'll need to sign in to your MyRotary account.	Rotary members	https://brandcenter.rotary.org/en-GB/Materials

WEBINARS			
Name	Description	Audience	Available
Membership: It's Now or Never	Features international membership expert speaking about new ways of thinking about membership and innovative tactics to address changes in people's attitudes toward joining clubs and associations. Part 1 of 5 sessions in the "Membership Matters" webinar series.	Rotary members	https://vimeo.com/103365589
Perception vs. Reality: Club Evaluation and Visioning	Focuses on the steps clubs should take to ensure a clear club vision and plan for the future. Part 2 of 5.	Rotary members	https://vimeo.com/108381769
Simple Steps to Innovate Your Club	Focuses on the steps clubs can take today to stay relevant and appeal to new and potential members. Part 3 of 5.	Rotary members	https://vimeo.com/118740192
Membership Engagement: The Key to Retention	Focuses on member engagement as a path to member retention. Clubs that keep existing and new members involved in club leadership, decisions, and activities are much more likely to have members that feel connected to the club and, as a result, have higher retention rates. Part 4 of 5.	Rotary members	https://vimeo.com/123234534
How to Recruit New Members and Strengthen Your Club	Focuses on growing and strengthening clubs by inviting new and diverse groups of professionals to club meetings, asking friends and colleagues to participate in service projects, and reaching out to Rotary program alumni. Part 5 of 5.	Rotary members	https://vimeo.com/127084618
Understanding Young Professionals	Led by Rotary staff and a market research professional, this webinar is intended to help members better understand the perceptions and needs of young professionals. Password: YPC	Rotary members	https://vimeo.com/89536946
Alumni Reports and Awards	Outlines the new district alumni reports and discusses the nomination process for the Global Alumni Service to Humanity Award and the Alumni Association of the Year Award.	Rotary members	https://vimeo.com/123449923

PILOTS			
Name	Description	Audience	Available

Innovative and Flexible Rotary Club Guidelines	Background information on the pilot programs and FAQs.	Club, district, and zone leaders	https://rotary.qualtrics.com/CP/File.php?F=F_8iYlgf5Pb19tEod
2011-2017 Pilot Clubs	List of Rotary clubs currently in the pilot program.	Club, district, and zone leaders	https://rotary.qualtrics.com/CP/File.php?F=F_bvo7B5lWCHgEQPX
2015-2017 Innovative and Flexible Rotary Club Pilot Expansion	List of Rotary clubs currently in the Innovative and Flexible Rotary Club Pilot Expansion program.	Club, district, and zone leaders	https://rotary.qualtrics.com/CP/File.php?F=F_8icMSdlcseArJoF
Pilot update	An update on the 5 membership pilot projects that are testing new membership types or club operation innovations.	Club, district, and zone leaders	https://rotary.qualtrics.com/CP/File.php?F=F_oB8WRNiaNPuoY5f

CLUB ADMINISTRATION			
Name	Description	Audience	Available
Standard Rotary Club Constitution	Required bylaws to be adopted by every Rotary club.	Club leaders	https://www.rotary.org/myrotary/en/document/standard-rotary-club-constitution
Recommended Rotary Club Bylaws	Recommended bylaws for administering and operating Rotary clubs.	Club leaders	https://www.rotary.org/myrotary/en/document/recommended-rotary-club-bylaws
Rotary Code of Policies	Provides information on club and district administration, RI, programs, communications, events, and finances.	Club and district leaders	https://www.rotary.org/myrotary/en/document/rotary-code-policies

TRAINING MANUALS			
Name	Description	Audience	Available
Club Membership Committee Manual	Describes the responsibilities of the chair and the committee and identifies resources that may be helpful relating to increasing the club's membership.	Club leaders	www.shop.rotary.org (SKU: 226)
Lead Your District: Assistant Governor	This manual helps assistant governors understand their role and responsibilities as they work with district leaders to support clubs they've been assigned to.	Assistant governors	www.shop.rotary.org (SKU: 244)
Lead Your District: Governor	Use this manual to prepare for your responsibilities before attending your governors-elect training seminar and the International Assembly.	District governors	N/A
Lead Your District: Committees	Learn about the responsibilities, key messages, and resources available for each committee.	District leaders	www.shop.rotary.org (SKU: 249)