



# Engaging Members: Share Your Best Practices

<p style="text-align: center;"><b>Attracting Members</b></p> <ul style="list-style-type: none"> <li>• Social Networks</li> <li>• Invite to Projects/Work Days</li> <li>• Bring a Guest Day</li> <li>• Invite Former Members</li> <li>• Regular P.R. Activities</li> <li>• Two tiered dues/attendance</li> <li>• Wear your Rotary pin</li> </ul>	<p style="text-align: center;"><b>Keeping Members</b></p> <ul style="list-style-type: none"> <li>• Retention Committee</li> <li>• Assign every member to a club committee</li> <li>• Examine costs/innovation openly with your members</li> <li>• Assess venue – all aspects of your meetings</li> <li>• Assign a mentor to every new member</li> </ul>	<p style="text-align: center;"><b>Educating Members</b></p> <ul style="list-style-type: none"> <li>• Share Rotary Moments</li> <li>• Rotarian Magazine Report</li> <li>• District Staff Programs</li> <li>• PRLS – District Assembly</li> <li>• Special Programs</li> <li>• Vibrant Club – 245en-a</li> <li>• Develop Strategic Plan</li> </ul>
<p style="text-align: center;"><b>Engaging Members</b></p> <ul style="list-style-type: none"> <li>• Every member needs a job, friend, nourishment</li> <li>• Relevant Projects (Needs)</li> <li>• Rotate Committee Assignments</li> <li>• Honor/Include spouses/partners</li> </ul>	<p style="text-align: center;"><b>Prospective Members</b></p> <ul style="list-style-type: none"> <li>• Invite business leaders to talk to club for 5 minutes</li> <li>• Adopt Public Hero Program</li> <li>• Invite parents &amp; teachers of youth programs</li> <li>• Design/Handout club brochures</li> </ul>	<p style="text-align: center;"><b>Exit Interviews</b></p> <ul style="list-style-type: none"> <li>• Assess Club Environment</li> <li>• Costs</li> <li>• Cliques/Socials</li> <li>• Projects</li> </ul>
<p style="text-align: center;"><b>Diversity</b></p> <ul style="list-style-type: none"> <li>• Assess needs of target group</li> <li>• Develop joint projects that fills community needs</li> <li>• Membership Committee Diversity</li> <li>• School awards students, invite parents &amp; faculty</li> </ul>	<p style="text-align: center;"><b>Sponsoring New Clubs</b></p> <ul style="list-style-type: none"> <li>• Meet different day/time</li> <li>• Assign mentors</li> <li>• Eco-Youth Service (Interact)</li> <li>• E-Club</li> <li>• New Generations</li> </ul>	<p style="text-align: center;"><b>Innovation</b></p> <ul style="list-style-type: none"> <li>• Joint projects with Interact/Rotaract</li> <li>• Field trips</li> <li>• Solicit New Member Ideas</li> <li>• Consider your meeting length, venue, and day-time of meetings</li> </ul>