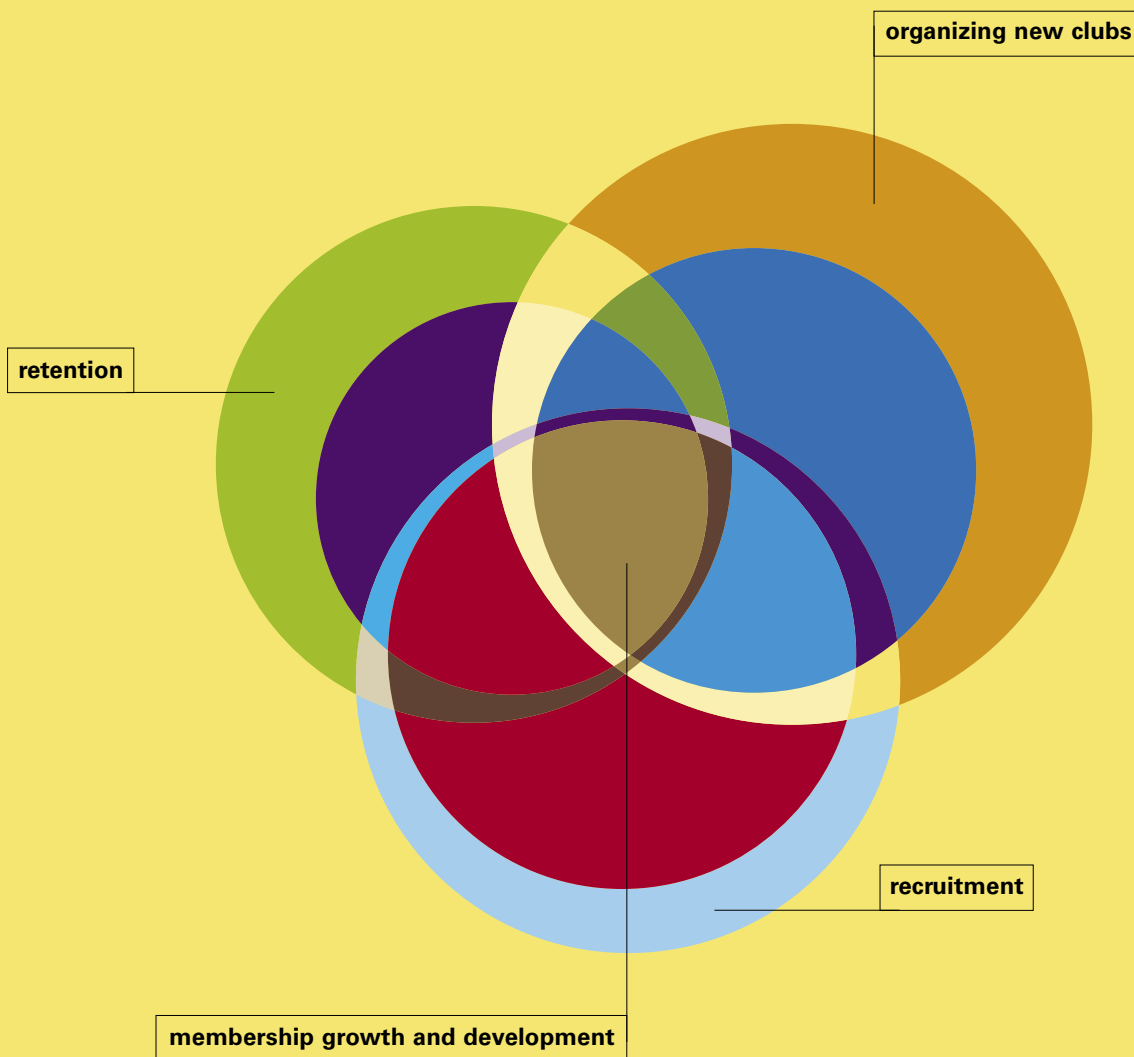


# Membership Development



Rotary International®



# Membership Growth and Development

Imagine if your club were to lose 10 percent of its members. How would that affect your service program? What projects might not get finished? Which ones might never have been started?

Now consider what your club could accomplish with 10 percent or 5 percent or even 2 percent more members. Think about the professional expertise you could add to your club's overall profile simply by making sure your classification system incorporated all business and professional interests within your community and that all open classifications were filled. Think about the new ideas and new club service projects that could be initiated. Think about the additional people to take on leadership and committee roles.

Diversity is another critical issue to consider in building your membership. International understanding and goodwill begin with the application of the same principles within your club. Look beyond classifications and assess whether your membership represents the ethnic, gender, and age diversity of your community. By striving for a diverse membership base, your club becomes more representative of the community and better able to identify and meet local service needs.

Every new Rotarian brings a range of personal and professional resources and knowledge that can greatly strengthen your club's ability to serve throughout the community and the world. The continuation of Rotary International and its local clubs depends on continued membership growth and development efforts. Membership provides continued support for the many programs of The Rotary Foundation. Membership is our primary resource and what builds and maintains strong and healthy clubs.

## What comprises membership growth and development?

The three elements of membership growth are:

- The retention of existing members
- The proposal of new members
- The organization of new clubs

These three elements are equally important, as illustrated by the graphic on the inside cover. Each element is essential to overall membership efforts and needs to be emphasized at both the club and district levels.

## Considerations for Retention

How informative and lively are your club's weekly programs?

Are these programs held in a comfortable and attractive venue?

How relevant is your club to its members' interests and the community?

How relevant are your club service projects to the needs of the community?

Does your club respect members' time and keep to its meeting schedule?

Does your club personally contact members who miss meetings?

How connected are your members to the club and to one another?

Do your members have adequate opportunities to get to know one another?

Are your members aware of their responsibilities to the club and to Rotary International?

How active are your members on service projects, committees, and club operations?

How informed are your members of Rotary's work at the community, district, and international levels?

How effectively and frequently do you communicate to your club members?

Are you aware of why members are leaving your club?

Do your members make efforts to include new members in all activities?

Does your club have ongoing new member orientation and continuing education programs?

### **Considerations for Identifying New Members**

Are the business and professional interests of your community adequately represented in your club?

Are the different ethnic groups of your community represented in your club?

Do you conduct a classification survey annually?

Is your community aware of your club and its accomplishments?

Is your community aware of opportunities for global friendships and service through RI and Foundation programs?

Are your members communicating the efforts of your club to their friends and business associates?

Do your members feel comfortable about bringing guests to club meetings?

Are your members open to bringing in new members, especially younger ones?

Does your club have an ongoing and effective new member induction program and ceremony?

How effectively do you communicate your club's programs and projects to prospective members?

How attractive and effective are the materials and tools you distribute to prospective members?

If you were a prospective member, would you be interested in joining your club?

Does your club adequately represent the diversity of the population?

### **Considerations for Organizing New Clubs**

The process of organizing new clubs is the sole responsibility of the district governor. Appropriate guides, forms, and organizing materials can be obtained through Rotary International World Headquarters, international offices, and RI's Web site ([www.rotary.org](http://www.rotary.org)).

Is there a nearby community that could support a Rotary club?

Are there enough clubs in the community to represent the total population?

Does the community have clubs that accommodate varying schedules?

Do you have strong support for a new club?  
Enough charter members?

Do you have a strong sponsoring club?

Is there adequate financial and administrative support for a new club?

Do the charter members have the ability and capacity to effectively operate a new club?

These are just a few suggestions and ideas to consider in reviewing and planning your club or district membership growth and development program during the year. The many materials and tools available to support your membership effort may be ordered through the RI *Catalog* (019-EN) or online at [www.rotary.org](http://www.rotary.org). Many of these materials may also be downloaded from the Web site.

# Membership Development Recognition Programs

**Members are Rotary's essential resource. To maximize Rotary's humanitarian efforts both locally and internationally, clubs must retain current members while continuing to identify and recruit qualified new members. Thus, Rotary International offers several recognition programs designed to promote retention, recruitment, and the organization of new clubs.**

## **Rotary International Membership Development and Extension Award Program**

Realizing that the continued growth and revitalization of Rotary's membership is essential to the future of the organization, the RI Board of Directors established the Rotary International Membership Development and Extension Award, an annual standardized program of recognition for membership development and extension.

This district-level award program recognizes clubs for membership growth in existing clubs, retention of current club members, and the organization of new clubs. Clubs compete within their own district for the award, competition being equalized so that all clubs share the same economic and social conditions impacting membership. Districts that meet or exceed their membership goal also receive recognition.

The Rotary International Membership Development and Extension Award allows governors to identify a winning club in the following categories:

- ▶ Highest growth rate
- ▶ Induction of the most new members
- ▶ Highest retention rate
- ▶ Sponsorship of a new Rotary club

The time frame for this program is 1 July to 15 May. Recognition certificates are signed by the RI president and awarded to clubs and districts.

## **Presidential Citation**

The Presidential Citation often includes criteria related to membership development. Check the Presidential Citation Brochure and RI's Web site for information on the criteria and deadlines for this program.

## **President-designated Awards**

Some RI presidents develop special membership awards programs during their year in office. Information on such awards will be distributed on an annual basis and posted on RI's Web site.

*NOTE: For specific criteria and details related to each of these programs, please consult the individual brochures (see the resource list at the end of this booklet) or RI's Web site.*

# Rotary International Membership Coordinators

The Rotary International Membership Coordinator program was created to provide a viable, long-term strategic approach to promoting membership development. This network of well-trained Rotarians — knowledgeable about membership development strategies and techniques as well as RI membership development programs — assists districts and clubs in achieving membership growth.

## General Description of Duties

There are two levels of volunteers within the network: Rotary International Membership Coordinators (RIMCs) and Rotary International Membership Zone Coordinators (RIMZCs). The RIMCs are responsible for conducting zone-level membership seminars and identifying trends on a regional basis; their RIMZCs assist them in working within their regions.

These dedicated volunteers serve as key resources on membership development issues for Rotary districts and clubs. They are available to assist district and club leadership in a variety of capacities. You may locate your RIMC or RIMZC by consulting the RI Web site, your district membership chair, or the *Official Directory* (007-EN).

## Each RIMC, with the assistance of RIMZCs, is charged with the following responsibilities:

- ▶ Plan, market, and conduct annual zone-level membership development and retention seminars
- ▶ Assist district and club leadership in identifying and developing membership growth and development plans, goals, and strategies for the respective geographic areas
- ▶ Assist the district governor in identifying potential areas for organizing new clubs
- ▶ Identify appropriate regional tools to be used in membership development efforts
- ▶ Educate districts and clubs about RI's membership growth and development programs
- ▶ When requested, appear as guest speakers, presenters, or trainers at:
  - ▶ Presidents-elect training seminar (PETS)
  - ▶ Governors-elect training seminar (GETS)
  - ▶ Rotary zone institute
  - ▶ District assembly
  - ▶ District conference
  - ▶ District membership development seminar
  - ▶ Club meetings

# Why Join Your Local Rotary Club?

## **The Opportunity to Serve**

Rotarians provide service at the local and international levels that addresses health-care needs, hunger and poverty, illiteracy, disaster relief, and environmental issues, to name just a few areas of Rotarian activity. Through participation in these projects, members experience the fulfillment that comes from giving back to the community.

## **Professional Networking**

A founding principle of Rotary was to provide a forum for professional and business leaders. Today's membership includes leaders in business, industry, the professions, the arts, government, sports, the military, and religion who make critical decisions and influence policy. Rotary offers the opportunity to meet people of this high caliber and work with them in serving others.

## **Personal Growth and Development**

Membership in Rotary ensures continuing personal and professional development. Rotarians have countless opportunities to further enhance their leadership skills, as well as gain experience in public speaking and communication, organization and planning, team building, fundraising, and teaching.

## **Friendship**

Fellowship was a primary reason Rotary was started in 1905, and it remains a major attraction. Today, with more than 31,000 Rotary clubs in some 165 countries, Rotarians have friends wherever they go. Rotary helps to build a sense of community as well as enduring individual friendships.

## **Cultural Diversity**

Rotary International is an association of local clubs in many countries. Membership is open to business and professional leaders from every ethnic group, political persuasion, cultural background, and religion. Rotarians value this cultural diversity and practice and promote tolerance.

## **Good Citizenship**

Membership in Rotary makes one a better citizen. Weekly Rotary club programs keep members informed about what is taking place in the community, nation, and world. Rotary's expansive network of clubs and programs provides extensive opportunities for service and cross-cultural interchange.

## **World Understanding**

Rotary members gain an understanding of humanitarian issues and have a significant impact on them through international service projects and exchange programs of RI and its Foundation. Promoting peace is one of Rotary's foremost objectives.

### **Entertainment**

Every Rotary club and district hosts parties and activities that offer diversion from life's demands. Conferences, conventions, assemblies, and social events provide entertainment as well as Rotary information, education, and service.

### **Future Generations**

Rotary sponsors some of the world's largest cultural and educational exchange and scholarship programs. Rotary clubs provide innovative training opportunities and mentoring for future leaders.

### **Ethical Environment**

Rotarians practice The Four-Way Test, which measures words and actions by their truthfulness, fairness, goodwill, and benefit to all. Encouraging high ethical standards in one's profession and respect for all worthy vocations has been a hallmark of Rotary from its earliest days.

# Membership Growth Success Stories

**Rotary districts around the world have shared the following successful membership development strategies with RI World Headquarters.**

**The Rotary Club of Mysore West, Karnataka, India** (District 3180), experienced a more than 15 percent increase in membership. One of its strategies was to invite potential members to participate in a club service activity so they could become familiar with the club and its members before joining.

**The Rotary Club of Oshkosh Southwest, Wisconsin, USA** (District 6270), attributes its 20 percent increase in membership to its visibility in the community. The club works with a local school, and its community activities and enthusiasm have prospective members knocking at its door to join.

**The Rotary Club of Paraná, Argentina** (District 4960), increased its membership by more than 35 percent by keeping its meetings on a tight schedule and inviting family members to club activities whenever possible.

**The Rotary Club of Santa Maria, Rio Grande do Sul, Brazil** (District 4660), inducted 14 new members in one year with no terminations (a 42 percent increase). Some reasons for their success: Meetings begin and end at a specified time, club programs are established two months in advance, and members' accomplishments are celebrated.

**The Rotary Club of Driffield, Humberside, England** (District 1040), had excellent results from its guest evening to which 40 potential members were invited. More than a third of the invitees attended the meal and information evening; of those, eight joined the club and four more expressed interest.

**The Rotary Club of Clemmons, North Carolina, USA** (District 7690), has achieved an annual growth rate of approximately 30 percent through an innovative program. The club divides its members into four groups, and each member is asked to propose a new member during one of the four quarters of the Rotary year. This approach keeps membership development in the spotlight for the entire year and also allows time for club committees to process the steady stream of proposals.

**The Rotary Club of Hunyani, Zimbabwe** (District 9210), grew by 25 percent in 2002 by agreeing to sponsor the chartering of the Rotary Club of Avondale in June 2002. A sponsor club must have at least 25 members — a requirement that inspired the 20-member club to induct five new members. Membership became the top priority of every service committee, and women were introduced to great effect as well.

**Public awareness of Rotary supports and enhances membership growth and development. This public service announcement is just one example of a tool that can be used at the club and district levels to promote public awareness of Rotary.**

### **How to Use This Public Service Announcement**

Print public service announcements (PSAs) like this one are available on compact disc for use in newspapers and other print media. These materials can be ordered through the online publications catalog at RI's Web site or from World Headquarters or the international offices.

Compatible with both Macintosh and IBM computers, each PSA is provided in both color and black-and-white versions and in vertical and horizontal orientations. Users can create publicity pieces in any size and personalize the PSA with local club or district information.

*A few suggested uses are:*

- ▶ Magazines/newspapers
- ▶ Community directories
- ▶ Program booklets
- ▶ District newsletters/directories
- ▶ Public displays/posters/banners
- ▶ Web sites
- ▶ Billboards
- ▶ Air/rail terminals

### **Online Public Relations Resources**

The RI Web site offers electronic versions of all public relations tools. Found under Club Support, the Effective Public Relations section of the site ([www.rotary.org/support/prtools](http://www.rotary.org/support/prtools)) provides how-to instructions to assist clubs and districts in their promotion of Rotary activities, projects, and programs. The site also offers guidance on writing press releases, placing advertisements and PSAs, and developing effective media relations. You can also register your e-mail address to receive PR Tips, a twice-monthly e-mail newsletter filled with ideas and opportunities to publicize your club projects.

Please also see the PR Toolbox in this section of the Web site, which contains sample news releases and many other helpful items for download.



# RI Membership Development Publications Resource List

Many RI publications and videos directed toward membership development are listed below. All items may be ordered from the Publications Order Services Section in the USA (telephone: 847-866-4600; fax: 847-866-3276; e-mail: [pbos@rotaryintl.org](mailto:pbos@rotaryintl.org)) or the RI international offices. For language availability, please consult the RI *Catalog* (019-EN) or the online catalog. Items marked with a (W) are available for download from the RI Web site.

**Look under Membership on RI's Web page** ([www.rotary.org](http://www.rotary.org)) for information for prospective and new members and organizing new clubs, plus current global membership statistics, membership success ideas submitted by clubs and districts worldwide, questionnaires for use by your club, and a wealth of other membership ideas and resources for clubs and districts.

**ABCs of Rotary, The** (363-EN) A compact guide through Rotary's history, customs, and traditions originating from a compilation of short articles first written by past RI President Cliff Dochterman.

**Demographic Survey Template** (Web only) A tool to help clubs review their membership data. This Microsoft Access download contains a questionnaire and automatically tabulates information entered by club members.

**History of Rotary** (921-EN) A new seven-minute video that summarizes the history of Rotary since its founding in 1905.

**How to Propose a New Member** (254-EN) (W) Brochure includes the basic procedure for election of a new member. (Includes one copy of the Membership Proposal Form.)

**Membership Development Resource Guide** (417-EN) A booklet that outlines basic procedures for building club membership through retention and recruitment. Offers ideas and resources for effective club membership development strategies.

**Membership Development** (916-EN) A booklet featuring information on a variety of membership development ideas, tools, and suggestions for use by clubs.

**Membership Identification Card** Supplied to every Rotarian by the club secretary to verify membership. Vendor contact information available in the Membership section of the RI Web site.

**New Member Orientation** (414-EN) Guidelines for conducting effective orientation for new members.

**Organizing New Clubs: A Guide for District Governors and Special Representatives** (808-EN) (W forms only) This publication outlines the procedures for the creation of a new club. Includes required forms and suggestions for ensuring the effectiveness and longevity of the new club.

**Presidential Citation Brochure** (900A-EN) (W) Leaflet that outlines the Presidential Citation Program.

**Presidential Citation Certification Form** (900B-EN) (W)

**RI Catalog** (019-EN) (W) A list of RI publications, audiovisual tools, books and periodicals, forms, and supplies. Web version available at [www.rotary.org](http://www.rotary.org). New print edition available each June.

**RI Membership Development and Extension Award** (901-EN) (W) Brochure outlining this annual certificate award program for clubs and districts.

**RI Print PSAs** (345-EN) Three images on a compact disc highlighting the faces of Rotary and the importance of investing in one's community with the tag line, "A global network of community volunteers."

**Rotary Basics** (595-EN) An excellent orientation tool as well as a refresher course on Rotary International and Rotary Foundation information.

**Rotary: Connecting Lives, Affecting Lives** (*Print PSAs*) (015-EN) Images of Rotarians engaged in polio immunizations, an Australian Rotarian effort to help families displaced by fires, and a Canadian Rotarian mobile clinic serving the homeless. Useful for publications, stationery, and billboards. (EN only)

**Rotary: Connecting Lives, Affecting Lives** (*Television PSAs*) (179-EN) One 90-second and three 30- and 60-second PSAs featuring Rotary's polio eradication effort, an Australian Rotary program to help families who lost homes to bush fires, and a Rotary-sponsored mobile clinic in Canada. (EN only)

**Rotary Fact Pack** (267-EN) (W) A package of fact sheets on various aspects of Rotary, updated quarterly. Regional fact packs are also available upon request.

**Rotary Foundation Annual Report** (187B-EN) (W) Illustrated report on The Rotary Foundation's programs and audited finances.

**Rotary Foundation Print PSAs** (335-EN) Six images loaded on a compact disc portraying the work of The Rotary Foundation with the tag line, "Rotarians Make A Difference."

**Rotary Gives People an Opportunity to Help** (341-EN) Two 30- and 60-second television PSAs featuring Rotary projects to help street children in Brazil and a baseball league for disabled children in the USA. Intended to raise awareness of Rotary, these membership development PSAs target a North American audience. (EN only)

**Rotary International Annual Report** (187A-EN) (W) Illustrated highlights of the Rotary year, plus audited finances.

**Rotary in Your Community** (332-EN) A 30-minute video providing a comprehensive overview of Rotary club service and members. Excellent for use as prepackaged programming for local cable access stations.

**Rotary Makes a Difference** (338-EN) Six 30-second television spots highlight the work of The Rotary Foundation: "Preserving Planet Earth," "Promoting Peace," "Helping Children," "Increasing Education," "Working to Eradicate Polio," and "Feeding the Hungry." Each spot ends, "Rotary Makes a Difference."

**Rotary News Basket** (546-EN) (W) A weekly four-page report of Rotary news and short features. (annual subscription)

**Rotary Possibilities** (688-EN) A three-minute non-language-based membership recruitment video that highlights Rotary service projects throughout the world.

**Rotary World** (050-EN) (W) Eight-page, tabloid-size newspaper. (yearly subscription) Available via the Circulation Department at RI World Headquarters (telephone: 847-866-3171; e-mail: [data@rotaryintl.org](mailto:data@rotaryintl.org)).

**Rotary: Your Choice for Change** (919-EN)  
Designed specifically for North Americans, this new video targets prospective Rotarians within the 35-45 year age range by highlighting dynamic clubs and their community service projects.

**Service Above Self** (070-EN) A 30-second television PSA showing Rotarians' good work around the globe.

**Take a Look at Rotary** (867-EN) Designed specifically for prospective Rotarians in North America, the video provides an informative introduction to the many aspects of club membership.

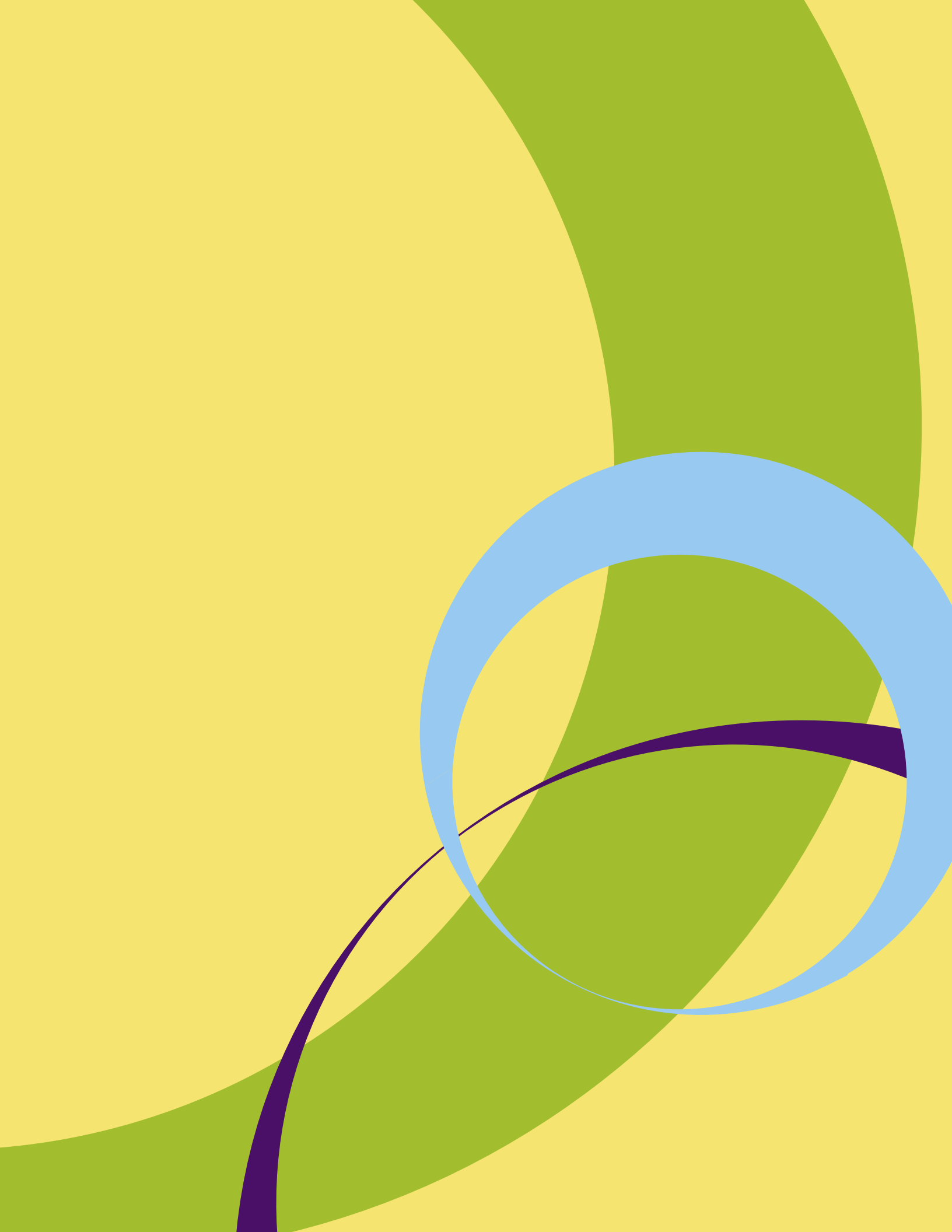
**This Is Rotary** (449-EN) A video that provides a comprehensive overview of Rotary, its goals and service programs, the Avenues of Service, and the diverse service projects sponsored by Rotary clubs and The Rotary Foundation. (DVD - 449v - EN only)

**This Is Rotary** (001-EN) (W) Brochure providing an overview of Rotary for prospective Rotarians and the public.

**What's Rotary?** (419-EN) Handy, wallet-size card answering frequently asked questions about the organization and scope of Rotary. Popular as a handout to non-Rotarians.

*The Rotary Foundation and the Public Relations Division of RI produce additional materials that may be used for recruitment and member education. Please consult the RI Catalog (019-EN) for more resources.*

# Notes





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