



Session 4: Engaging Your Members (45 minutes)

Relevance: Club presidents are responsible for appointing and meeting with members of the club membership committee; identifying long-range and annual membership goals; supporting innovative strategies to attract and engage members; promoting member education for prospective, new, and current members; and seeking opportunities to sponsor a club in their area.

Option 1: Idea Exchange



Idea exchanges work best with topics that participants have experience with. A training leader facilitates discussion, ensuring that all participants have a turn to speak and that no one dominates the discussion. The trainer can incorporate an activity at the end of the session so participants can apply the ideas discussed. Idea exchanges work best when seating is arranged in a U shape.

Learning Objectives

- Identify strategies to attract and engage members on an ongoing basis.
- Share ideas for communicating with and engaging potential, new, and current members.

Note: Consider extending the length of this session to allow time to cover all the topics and to include the activity.

For the Trainer

Before the session:

- Review the resources listed below.
- Review the activity options below and choose the one that will work best.
- Review slides 25-28. Decide which ones you will use, make edits or additions, and think about when you will show each one.
- Make sure you have the necessary materials: flip charts and markers.

During the session:

- Review learning objectives with participants at the start.
- Refer participants to the resources below.
- Use the discussion questions below to facilitate idea sharing among participants.
- Finish with one of the activities below to help participants apply the information learned.

Resources

Chapter 5 of the [*Club President's Manual*](#): Engaging Your Members

[Members section of www.rotary.org](http://www.rotary.org)

[*Strategies for Attracting and Engaging Members*](#)

[*Club Assessment Tools*](#)

Discussion Questions

- What does it mean to engage members?
- What does your club do to engage both new and current members?
- What strategies does your club use to attract new members?
- How do you train new and current members?
- How do you keep members informed?
- How do you involve all members in a project, activity, or leadership role?
- What does your club do to recognize members for their efforts?
- When was the last time you conducted a membership satisfaction survey?
- Does your club conduct member exit interviews or surveys?
- Does your club use survey results to make changes? What changes has your club made recently?
- Is your club diverse? If not, how could it become more diverse?
- Do you see any opportunities to form a new club?
- What initiatives or goals has your membership committee formulated?

Activities

Choose one of the following activities:

1. Ask participants to share their club's best practices for attracting prospective members and for engaging new and current members, and record their responses on a flip chart. Participants can share their name and club name so other club presidents can follow up with them afterward.
2. Ask participants to raise their hand if their club offers the following types of training to their members (and tally the results):
 - New member orientation
 - Leadership development program
 - Mentoring program
 - Support from a club trainer

Ask those who respond to describe for the group how their club handles each activity.

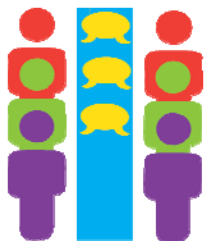
3. Discuss how your club can use each Avenue of Service to engage members.

Note: Allow time to cover any district or regional issues pertaining to this topic.



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Option 2: Speedmeet



Speedmeet sessions allow for a series of timed one-on-one conversations in which participants share ideas and network. The room can be configured in a U shape or with a line of tables and chairs on both sides.

Learning Objectives

- Network and share ideas for engaging potential, new, and current members.
- Identify strategies to attract and engage members.
- Collaborate with peers on membership plans for the year.
- Understand how engaging members through participation in club activities affects morale.

For the Trainer

Before the session:

- Review the resources listed below.
- Encourage participants to bring business cards to the session.
- Choose the speedmeet activity below that will work best.
- Review slides 29-32. Decide which ones you will use, make edits or additions, and think about when you will show each one.
- Make sure you have the necessary materials: timer, whistle, worksheet/handout with nine-square topics grid.

During the session:

- Review learning objectives and logistics of the session with participants.
- Refer participants to the resources below.

Resources

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[Members section of www.rotary.org](http://www.rotary.org)

[*Strategies for Attracting and Engaging Members*](#)

[*Club Assessment Tools*](#)

Activities

Choose one of the following activities:

1. **Timed speedmeet:** Arrange tables and chairs in a line or U shape and have participants sit across from one another to discuss topics provided by the trainer. See slide 31 for suggested topics. After three minutes, participants on one side of the table will move one chair to the left or right to face a new partner, while those on the other side will remain in their seats.

The training leader keeps time and indicates when to switch partners. The trainer can change the topic at each switch or after three switches (enabling participants to discuss each topic with several people). Consider using the last 10 minutes for participants to share what they've heard and how they plan to use those ideas. See slide 31 for suggested topics.

2. **Open networking speedmeet:** Set up the room with plenty of open space to allow participants to walk around. Give each one a worksheet with a nine-square grid containing a topic in each square (see sample below). Have participants discuss each topic with another participant and write in the appropriate square either the question they asked or a best practice or idea they heard about.

Interactions are not timed, so participants must manage their own time, aiming to make many connections to cover many of the grid topics. Consider using the last 10 minutes for participants to share the ideas they heard and their experience in networking.

Tip: To encourage participants to discuss all nine topics, consider offering a prize or other incentive for those who complete their grid.

Attracting new members	Keeping members/ satisfaction surveys	Educating members
Engaging members	Prospective members	Reasons for termination/exit interviews
Diversity	Sponsoring new clubs	Innovation