**Sustainable Rotary Club Project**

**A Membership Plan based upon success.**

**Or “You can’t knock success.”**

**“Best practices”** for consistent membership growth as identified by surveying successful clubs with 5-7 years of growth.

* Make meetings and projects fun
  + This is most important goal for most successful clubs
  + Adhering to rules not as important as having fun
  + High energy meetings
  + This makes everyone feel welcome
  + This help create a very relaxed atmosphere
  + There is also a focus on making social events and projects fun too
  + Member look forward to coming to meetings and events
  + The community also becomes aware that the Rotary club has fun meetings, high profile to attend projects and fundraisers
  + The “word of mouth” spreads about the club being a “fun” and effective organization to join
* Participate in community and international projects
  + Most growing clubs have active club foundations and international projects
  + Members are encourage to participate in project which helps build “bonding” between members
  + Non-Rotarians in the community are often encouraged and invited to attend club projects
  + Members are encouraged to bring guest to help with projects
  + Influential members of the community also are invited to projects
  + Projects are featured on the club’s web site and Facebook page
  + “Traditional,” recurring fundraisers are held to support project which are a time for the club and community to get together to support projects
* Foster Friendship
  + This is a major goal for many successful clubs
  + Frequent social activities are held
  + Treating members and guest with respect is important to the club
  + Camaraderie is always stressed as an important part of the club
  + An “unselfish” atmosphere is also stressed
  + Members make special efforts to talk with visitors & new members
  + Special effort is made to contact members that miss meeting or projects
  + Diversity is important to the club
* Membership is an important goal
  + Club has dedicated, effective membership team & leaders
  + Club growth is a priority and part of the Club Culture
  + A membership plan is developed, reviewed and communicated to membership regularly
  + Attracting quality, influential members of the community is important
  + Engagement of new members, continued engagement of existing members
  + Retaining existing members is a priority, and a program is in place to accomplish this
  + Attention is paid to members that miss meetings or project (contact is made if this occurs)
  + There is a mentor program for new members
  + Business networking is stressed to help the community know about the club and attract new members
  + Emphasis on reflecting community make-up/demographics
  + Club members are encouraged to be part of other organizations like the Chamber and other non-profits