**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