**Three takeaways for club membership**

**1. Select and recruit a club membership chair.**

a. Outline expectations of the position. Examples of expectations might be:

1. Recruit a membership committee of at least three members dependent on club size.
2. Establish/ improve/ or revitalize a great new member orientation.
3. Be proactive in following up RI membership leads.

b. Budget for membership training.

c. Encourage attendance at membership training events both electronic and in person.

**2. Work with club membership chair to set a REALISTIC membership attraction and engagement goal.**

1. Use the current membership chart as a guide. It is located on the District website on the "Membership Team page" at <http://rotary5470.org/SitePage/district-membership-team>
2. Take into account natural and un-natural "attrition".
3. Enter the goal in Clubrunner.

**3. Create a plan for achieving the goal.**

1. Use the Club Membership Guide as a template or idea generator. It is located on the District website on the "Membership Team page" in the "Membership Resources" section at <http://rotarv5470.org/SitePage/district-membership-team>
2. Establish tasks you and the club members can commit to that include both attracting and engaging members. . See 90+ Ways to recruit new members under "Files Related to Recruiting" on http*:1*,[*1*](http://1rotarv5470.org/SitePa)rotarv5470.org/SitePa e/ district-membership-team
3. Set deadlines for task completion.
4. Assign accountability for task completion.
5. Work towards achievement of the goal.

**2019-2020 Membership Incentive**

**The following items must be accomplished to qualify for the District Membership Incentive.**

Clubs to have a net membership growth above 5%

Clubs with a net membership growth above the minimum goal will be reimbursed by District 5470 one year of Rotary International and District dues ($106.00) for each new member above the 5% minimum goal.

All net gain numbers will be calculated using the July 1, 2019 data in Rotary Club Central as the starting date and June 30, 2020 for the ending date. Payment will be made based on receipt of RI providing membership numbers to the District.

With each club’s minimum goal of 5% increase, if the 5% gives you an uneven number, round that number up.

The requirements of this challenge is that each club that participates will have a Membership Chairman, and have a membership committee. The President elect will enter their goals in Rotary Club Central through Rotary.org in cooperation with the membership chairman. The Membership Chairman being listed in Rotary Club Central will pass on to the District Membership Chairman the names of the remaining members of their committee

The membership incentive only applies to existing clubs July 1, 2019