**Rotary Member Engagement and Conversation Guide**

People join Rotary for a variety of reasons. Some are looking for leadership opportunities. Others want to make new connections and expand their professional networks. All want to give back to their communities.

To meet members’ needs, we recommend listening more and asking questions to learn about what they want and value. One opportunity to learn about members is a structured conversation.

**Who** could conduct this conversation? Membership Chair, President-Elect, Past President, President, or other designated leaders or club members.

We recommend gathering feedback from these conversations and noting trends and insights that are helpful with expanding member engagement.

**Option A**: Consider conducting conversations with all members during the 1st year of membership. This is a crucial time frame for members. This is a time when members need more information and are often quite interested in finding out about the various ways to engage with their club.

**Option B**: In addition to Option A, consider selecting a cross section of members for conversations, such as years of membership: 1-4 years; 5-10 years; more than 10 years.

**Conversation Guide**

**Here are some member engagement conversation questions to consider using to help gain insights and help members learn about engagement opportunities within the club and organization. (It is not necessary to use all questions.)**

1. What do you like most about being a part of Rotary?
2. What do you like about this club in particular? What factors contribute to your satisfaction in being a part of this club?
3. What do you like about the meetings? How could our meetings be improved?
4. Are your expectations being met? How? If not, in what ways are your expectations not being met?
5. What aspect of our service or club activities are you passionate about? What ideas do you have for service or club activities?
6. What talents do you have that you would be willing to use to contribute to our club and / or service activities?
7. What additional resources or learning opportunities would be useful to you?
8. Are there any circumstances that have caused you to consider leaving the club?
9. Are there additional things you would like to see?
10. What questions do you have about: Social activities? Fundraisers? Any aspects of Rotary? Other?