



District Training Assembly Membership Jeff W Johnston

SESSION 1 & 2



District 5830 Membership Team

Terri Deike – Past Club President; Foundation / Training Team

Landon Forbes – Past Assist Governor & Former Membership Director

Clint Henderson – Current Club President; Foundation Team

Skip Fritz – Current Club Membership Director; Foundation Support

Jeff Johnston – IPDG; Foundation/Training; Incoming Membership Director



Who are YOU?

- **Your Name / Location**
- **How Long a Rotarian?**
- **Club Position?**
- **Favorite Food?**



Membership

Focus Points for 2026 – 2027 and beyond

- **Retention - - Recruit & Retain**
- **Engagement - - Best Practices**



General

- "[MyRotary.org](https://www.MyRotary.org)" website - - - resources, training, records, and more
- Historical TRENDS for D5830, Zones 30 & 31, and Rotary International
- Retention is critical
- Engagement is the magic bullet
- Discussion of the Steps for Membership - - Common and Adaptable



Membership

(1st Session)



- Attraction - Focal Point
- Creating Positive Experiences
- Organization for Growth
- Retention
- Engagement

Attraction – Focal Point

- What is it about your club that is attractive – What do you have to offer new members and your existing members?
- Have you done a Health Check – what is satisfying and beneficial about your club? (Rotary Club Central)
- How do you determine who you desire as members?
- Does anyone look at your Chamber of Commerce membership for possibly prospects? Who keeps track of new persons just moved into your community? (Membership Assessment – Rotary Club Central)
- Have you looked at your Club’s demographics, what do you see? Are there “opportunities?”
- What is the most important attribute of successful Rotarians?
- Have you thought about other ways you might find/target prospective Rotarians in your community?



Creating Positive Experiences

- What is it about your club that is most satisfying?
- How do you promote yourself in your community?
- Do you have materials about your club, ready to hand to guests, visitors, and guest speakers?
- Do you have an ACTIVE Membership Committee that serves in this vital work
- Do you have a quick “elevator speech” to explain / recruit for Rotary?
- How do you plan for the future of your Club and implement those plans?
- Do you have international projects as well as local? (Heart-2-Heart, Guatemala, or Other?)
- Have you participated in “Visioning” and kept those goals active?



Organizing for Growth

- Your Membership Committee is one of your most important teams. Enthusiasm and regular focus are vital!
- Have you thought about appointing your newest members to lead and serve on your Membership Committee? Do you have energetic, seasoned Rotarians to serve with them and guide them?
- How do you introduce visitors and make them feel important?
- How do you tell Rotary's Story and your Club's Story to new persons; how do you orient new members? Have you had a "Rotary 101 Presentation" in your Club, and have you retained a copy for future orientations? Rotary Club Central also has Orientation suggestions/materials!
- What is the status of your Webpage, your Facebook Page, and your Instagram presence? Are they integrated and up to date with latest news about your club...pictures and stories? (Someone needs to be tasked with developing and updating these important outreach tools!!)
- Have you thought about grouping your newest members, having them identify a "group or class project," and then funding and guiding them to complete that project?



Retention

- Does your Club have an active effort to give every member a job and keep them busy?
- Do you have regular (Quarterly) Club Assemblies or dedicated meetings where you update all members on the status of projects, fund raisers, upcoming calendar items of interest, etc.?
- How often do you brag about yourself as a club or let members brag about something in their family's life?
- Do you have regular socials that revolve around more than visiting the local adult beverage “watering hole?”
- Do you put members to work on jobs in your club for which they have interests?
- Do you update your club regularly on Polio Plus and the benefits of the Foundation? (Rotary Moments?)





Engagement

- A variety of service opportunities available and routinely changing?
- Invite prospective members to engage with club members?
- Does the club grant scholarships to deserving youth and write checks to your local non-profit groups?
- How to form friendships in your club across gender, age, and length of service levels?
- Regular socials where family members are invited ?
- How do you plan for and deliver value to your members: new and existing?
- Do you have a plan for finding out new members' interests and weaving them into new service opportunities or simply attracting others with like interests?





How are you
Offering Your
Members
Opportunities to
Accomplish Things
that REALLY
matter?





Questions?
Follow-up requests?

Jeff W Johnston, PDG 2025-2026
District Membership Chair

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to your
NEXT Session



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SESSION #2



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Membership

(2nd Session)



- What's Working – In a Rut?
- Assess and Adapt
- Engage Current Membership
- Welcoming New Members
- Connect with Prospects
- Strengthen your Club

What's Working?

Are Changes Needed ? ?

- Meeting time, frequency, and location
- Integrating another type event once a month?
- Learning from other clubs / organizations?
- Monthly (or regular) Rotary SHARE events
- Integrating Club Visioning



Assess and Adapt

(Utilizing RI Learning Center)



- Club Experience Concierge - - Tips and Resources with interactive online resources
- Club Health Check - - Use Resources to identify problem areas
- Utilizing Membership Reports - - Review Club information to focus on membership
- Membership Assessment Tools - - Intentionally using tools to improve Club Experience



Engage Current Membership

(Utilizing RI Learning Center)

- Best Practices - - Tips from online resources to engage prospects
- Engage & Keeping Members - - Use Resources to identify why members have left the Club
- Designing the Rotary Experience - - Challenging membership to make connections and expand perspectives
- Recognize Achievements - - Within Rotary and Beyond



Welcoming New Members

(Utilizing RI Learning Center)

- Welcome to Rotary - - Utilize RI's Inspiring Video to share the vision and scope of Rotary
- New Member Basics - - Use Resources to help new members to grow in Rotary
- Orientation Guide - - Find ideas for engaging new members and how to get them plugged into your Rotary Club
- New Member Welcome Kit - - Order/Utilize Rotary branded material to help new Rotary Members



Connect with Prospects

(Utilizing RI Learning Center)

- Prospective Member Flyer - - Utilize RI resources to develop information for prospective members and the Community
- What is Rotary ? - - Use RI Resources to prepare and integrate an easy tool to share Rotary
- Membership Events - - Use RI Resources to plan and provide ways to share Rotary club activities
- Strategies for Attracting New Members - Utilize RI resources to develop idea to attract new members



Strengthen Your Club

(Utilizing RI Learning Center)

- Long Term Strategy - - Utilize RI resources to develop a long term focus for membership growth and club service
- Club Flexibility ? - - Use RI Resources to explore options available to grow Rotary
- Club Membership Committee Basics - - Use RI Resources to learn about responsibilities for members and leadership
- Club Membership Strategy - - Use D5830 resources to evaluate club activities and plan for the future (Rotary Visioning Integration)





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