



DISTRICT 5890 MEMBERSHIP MARKETING PILOT

Requirements for Opt-In Clubs

Clubs who opt to participate in the District 5890 Membership Marketing Pilot must complete the following requirements by **April 3, 2020**. Participation is optional and is open to all clubs in District 5890.

REQUIRED ACTIVITIES (COMPLETE ALL 6)

1. Appoint a Club Membership Chair. If you're unsure how to report your Club Membership Chair to Rotary, learn how to do so [here](#).
2. Identify a Membership Committee (at least 5 people); Review the [Club Membership Committee Checklist](#).
3. Appoint a Club Public Image Chair. Please keep track of this locally, as RI's database does not yet capture Club Public Image Chairs.
4. Complete the [Is Your Club Healthy?](#) online course.
5. At least 1 member of the club attends each of the monthly online workshops (or listens to a recording), covering the following topics. (Registration invitation forthcoming.)
 - a. Flexibility and innovation
 - b. Growing and engaging membership
 - c. Rotary's visual identity
 - d. Public image and Social media
 - e. Membership leads
 - f. Service projects
6. Complete public image and brand assessment with a public image consultant, provided by RI at no cost to the club.

IN ADDITION, YOUR CLUB MUST COMPLETE 3 OF THE FOLLOWING 5 ACTIVITIES:

1. Sponsor or co-sponsor a [satellite club](#) or new Rotary or Rotaract club.
2. Complete the [Kick-Start Your New Member Orientation](#) online course.
3. Administer the [Enhancing the Club Experience](#) (Member Satisfaction Survey).
4. Develop a customizable *Rotary Club Brochure* (available on [Brand Center](#): Materials → Create Your Own → Rotary Club Brochure).
5. Review Rotary's *Quick Start Guide for Club Social Media Pages* (available on [Brand Center](#): Guidelines).

Remember to discuss all requirements with your club's leadership team. We will check in with your designated club contact periodically to give them an opportunity to report on your club's progress.