



## MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on [www.rotary.org](http://www.rotary.org) by clicking on the hyperlink, or ordered on [shop.rotary.org](http://shop.rotary.org) with the SKU number provided. If you experience any trouble when placing your order, please email [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org) or [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org).

PUBLICATIONS			
Name	Description	Audience	Available
<a href="#">Strengthening Your Membership</a>	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents and membership committees, and district membership chairs	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 417)
<a href="#">New Rotary Clubs Quick Start Guide</a>	This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.	District governors	N/A
<a href="#">New Member Orientation</a>	This guide offers recommendations for developing each stage of your club's orientation program, from prospective member education to new member orientation.	Club leadership	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 414)
<a href="#">Be A Vibrant Club</a>	A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture. Versions are available for fifteen different regions, each featuring its own club success story.	Club leadership	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 245A)
<a href="#">Connect for Good</a>	Eight-page guide shows how to get involved and connect with Rotary. Provides an updated overview on Rotary for all members.	Current members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 595)
<a href="#">Membership Assessment Tools</a>	Learn how to evaluate and improve your membership development plan with these tools. Complete with sample surveys and information on organizing new clubs, recruiting and retaining members, this is an all-encompassing tool	Current members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 801)
Impact Begins With You	This new brochure is now available for clubs to give to their prospective members. <i>Impact Begins with You</i> explains who we are and what sets us apart from other organizations.	Prospective members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a>

REPORTS			
Name	Description	Audience	Available
Five Year History of Member Start Figures	Shows membership numbers for 1 July by region, for the year specified in the report name.	District and zone leadership	<a href="#">Rotary Club Central</a>
Membership Comparison to 1 July	Monthly report that shows a comparison of current year club and member totals with previous year club and member totals for selected district(s).	District and zone leadership	<a href="#">Rotary Club Central</a>

District Progress to Goal	Shows progress towards membership goals for selected district(s) or club.	Zone leadership	<a href="#">Rotary Club Central</a>
Clubs in My District	Shows club and member totals for district, member totals by club, and lists newly chartered and terminated clubs for selected districts.	District and zone leadership	<a href="#">Rotary Club Central</a>
<a href="#">Alumni Report Guide</a>	Learn how to use the Program Participants and Alumni Report as a tool to identify club program speakers, service project volunteers, or prospective members.	District and zone leadership	<a href="http://www.highroadsolution.com/file_uploader2/files/how+to+use+the+program+participants+and+alumni+report.pdf">http://www.highroadsolution.com/file_uploader2/files/how+to+use+the+program+participants+and+alumni+report.pdf</a>

<b>TOOLS</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
<a href="#">Rotary Club Central</a>	Track your goals and activities in membership, service, and foundation giving.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/secure/13301">https://www.rotary.org/myrotary/en/secure/13301</a>
<a href="#">Rotary Showcase</a>	Post and share club or district service project information.	Rotary members	<a href="http://map.rotary.org/en/projects/pages/project_showcase.aspx">http://map.rotary.org/en/projects/pages/project_showcase.aspx</a>
<a href="#">Rotary Ideas</a>	Post your projects and ideas and ask for partners, volunteers, funding, or other support.	Rotary members	<a href="http://ideas.rotary.org/">http://ideas.rotary.org/</a>
<a href="#">Membership Best Practices Discussion Group</a>	This discussion group provides a forum for leaders at all levels to share best practices for recruiting, attracting, engaging, and retaining current and prospective members.	Rotary members	<a href="https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices">https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices</a>

<b>RESOURCES</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
<a href="#">How to Create a My Rotary Account</a>	Directions on how to create a My Rotary account	Rotary members	N/A
<a href="#">Proposing New Members</a>	Best practices for proposing new members to your club.	Rotary members	N/A
<a href="#">Club Health Check</a>	Want to ensure that you stay relevant to your members and community? This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas.	Club leaders	N/A
<a href="#">Connect to Membership Leads</a>	This program helps clubs and districts identify prospective members and connect returning and relocating Rotary members with clubs in their new area.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/document/579">https://www.rotary.org/myrotary/en/document/579</a>
<a href="#">How to Manage Membership Leads</a>	Step-by-step directions for using the Membership Leads database to track and manage member leads at the club level.	Club leaders	<a href="https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs">https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs</a>
<a href="#">How to Manage Membership Leads</a>	Step-by-step directions for using the Membership Leads database to track and manage member leads at the district level.	District leaders	<a href="https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts">https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts</a>
<a href="#">Membership Leads</a>	This video explains the Membership Leads program for club and districts.	Clubs and districts	<a href="https://vimeo.com/157204966">https://vimeo.com/157204966</a>

<a href="#">New Member Welcome Kit</a>	Welcome new members to your club with pre-packaged Rotary essentials: Connect for Good brochure, What's Rotary? card, RI/TRF Annual Report, and Proud Member window cling.	New members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 426)
<a href="#">Membership Minute</a> e-newsletter	Bi-monthly Rotary stories and the latest membership development ideas, strategies, and resources.	Club and district leaders	<a href="http://www.rotary.org/en/news-features/newsletters">www.rotary.org/en/news-features/newsletters</a>
<a href="#">Rotary Weekly</a>	Subscribe to this e-newsletter to receive updates on news and information, as well as developments from around the Rotary world.	Rotary members	<a href="http://www.rotary.org/en/news-features/newsletters">www.rotary.org/en/news-features/newsletters</a>
<a href="#">Regional Membership Plans</a>	An initiative of the RI Board of Directors created to help district leaders identify and carry out membership strategies that work best in their areas.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/membership-resources">https://www.rotary.org/myrotary/en/membership-resources</a>
<a href="#">Young Professionals Summit Report</a>	A report that shares strategies, ideas, and key findings from the Young Professionals Summit held in Chicago September 2014.	Rotary members	<a href="http://www.highroadsolution.com/file_uploader2/files/yps+summit+report_final.pdf">http://www.highroadsolution.com/file_uploader2/files/yps+summit+report_final.pdf</a>
<a href="#">How to Lead a Young Professionals Summit Guide</a>	Learn how to plan, organize, and lead a young professionals summit to energize and engage your members as you discuss how to create a more appealing and engaging Rotary experience for all members.	Rotary members	<a href="http://www.highroadsolution.com/file_uploader2/files/ic15+breakout_how+to+lead+a+young+professionals+summit.pdf">http://www.highroadsolution.com/file_uploader2/files/ic15+breakout_how+to+lead+a+young+professionals+summit.pdf</a>
<a href="#">Strategic Planning Guide</a>	Use this guide and worksheet to help develop a vision, goals, and measurements for your strategic plan.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/document/strategic-planning-guide">https://www.rotary.org/myrotary/en/document/strategic-planning-guide</a>
<a href="#">Club Brochure Templates</a>	Use this online tool to customize your club's logo and create a brochure. To access the templates, you'll need to sign in to your MyRotary account.	Rotary members	<a href="https://brandcenter.rotary.org/en-GB/Materials">https://brandcenter.rotary.org/en-GB/Materials</a>

<b>WEBINARS</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
<a href="#">Membership: It's Now or Never</a> (Part 1 of 5)	An international membership expert discusses new ways of thinking about membership and innovative tactics in part 1 of this "Membership Matters" webinar series.	Rotary members	<a href="https://vimeo.com/103365589">https://vimeo.com/103365589</a>
<a href="#">Perception vs. Reality: Club Evaluation and Visioning</a> (Part 2 of 5)	Focuses on the steps clubs should take to ensure a clear club vision and plan for the future.	Rotary members	<a href="https://vimeo.com/108381769">https://vimeo.com/108381769</a>
<a href="#">Simple Steps to Innovate Your Club</a> (Part 3 of 5)	Focuses on the steps clubs can take today to stay relevant and appeal to new and potential members.	Rotary members	<a href="https://vimeo.com/118740192">https://vimeo.com/118740192</a>
<a href="#">Membership Engagement: The Key to Retention</a> (Part 4 of 5)	Focuses on member engagement as a path to member retention.	Rotary members	<a href="https://vimeo.com/123234534">https://vimeo.com/123234534</a>
<a href="#">How to Recruit New Members and Strengthen Your Club</a> (Part 5 of 5)	Focuses on growing and strengthening clubs by inviting new and diverse groups of professionals to club meetings, asking friends and colleagues to participate in service projects, and reaching out to Rotary program alumni.	Rotary members	<a href="https://vimeo.com/127084618">https://vimeo.com/127084618</a>

<a href="#">Understanding Young Professionals</a>	Led by Rotary staff and a market research professional, this webinar is intended to help members better understand the perceptions and needs of young professionals. Password: <b>YPC</b>	Rotary members	<a href="https://vimeo.com/89536946">https://vimeo.com/89536946</a>
<a href="#">Alumni Reports and Awards</a>	Outlines the new district alumni reports.	Rotary members	<a href="https://vimeo.com/123449923">https://vimeo.com/123449923</a>

## PILOTS

Name	Description	Audience	Available
Innovative and Flexible Rotary Club Guidelines	Background information on the pilot programs and frequently asked questions.	Club, district, and zone leaders	<a href="https://rotary.qualtrics.com/CP/File.php?F=F_8iYlgf5Pb19tEod">https://rotary.qualtrics.com/CP/File.php?F=F_8iYlgf5Pb19tEod</a>
2011-2017 Pilot Clubs	List of Rotary clubs currently in the pilot program.	Club, district, and zone leaders	<a href="https://rotary.qualtrics.com/CP/File.php?F=F_bvo7B5lWCHgEQPX">https://rotary.qualtrics.com/CP/File.php?F=F_bvo7B5lWCHgEQPX</a>
2015-2017 Innovative and Flexible Rotary Club Pilot Expansion	List of Rotary clubs currently in the Innovative and Flexible Rotary Club Pilot Expansion program.	Club, district, and zone leaders	<a href="https://rotary.qualtrics.com/CP/File.php?F=F_8icMSdlcseArJoF">https://rotary.qualtrics.com/CP/File.php?F=F_8icMSdlcseArJoF</a>
Pilot update	An update on the 5 membership pilot projects that are testing new membership types or club operation innovations.	Club, district, and zone leaders	<a href="https://rotary.qualtrics.com/CP/File.php?F=F_oB8WRNiaNPu_oY5f">https://rotary.qualtrics.com/CP/File.php?F=F_oB8WRNiaNPu_oY5f</a>

## CLUB ADMINISTRATION

Name	Description	Audience	Available
<a href="#">Standard Rotary Club Constitution</a>	Required bylaws to be adopted by every Rotary club.	Club leaders	<a href="https://www.rotary.org/myrotary/en/document/standard-rotary-club-constitution">https://www.rotary.org/myrotary/en/document/standard-rotary-club-constitution</a>
<a href="#">Recommended Rotary Club Bylaws</a>	Recommended bylaws for administering and operating Rotary clubs.	Club leaders	<a href="https://www.rotary.org/myrotary/en/document/recommended-rotary-club-bylaws">https://www.rotary.org/myrotary/en/document/recommended-rotary-club-bylaws</a>
<a href="#">Rotary Code of Policies</a>	Provides information on club and district administration, RI, programs, communications, events, and finances.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/document/rotary-code-policies">https://www.rotary.org/myrotary/en/document/rotary-code-policies</a>

## TRAINING MANUALS

Name	Description	Audience	Available
Lead Your Club: Membership Committee	Describes the responsibilities of the chair and committee, and identifies resources that may be helpful relating to increasing the club's membership.	Club leaders	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 226)

Questions? Please contact Regional Membership Officer for zones 21b and 27  
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