

COMPREHENSIVE MEMBERSHIP RECRUITMENT, ENGAGEMENT & RETENTION TOOLKIT

A. Start a New Club

1. Identify Champion and potential members
2. Determining whether you want to
 - a. Start a Satellite Club [Starting a New Satellite Club](#) or
 - b. Charter a New Club [How to Charter a New Rotary Club](#)

B. Comprehensive Membership Guidebook

STEP ONE: Action Plan Self Assessment

<https://www.surveymonkey.com/r/CMFVM3N>

1. Recruitment Toolkit

- a. Strengthening Your Membership: Creating Your Membership Development Plan [Strengthening Your Club Membership](#) and [ClubMembershipPlan.docx](#)
- b. Club Assessment of Membership Gaps (i.e. demographics, etc) <https://my.rotary.org/en/document/membership-assessment-tools>
- c. Each Club Member Invite 1 community person per year to visit club (someone keeps track this)
[EACH ONE, BRING ONE KEY MESSAGES](#)

2. Engagement Toolkit

- a. New Member Orientation
[Introducing New Members to Rotary](#)
and

[How to Guide: New Member Orientation](#)

- b. New Member Checklist
 - Have new member complete the new member inventory [D6290NewMemberInventoryofInterests.docx](#)
 - Provide new members with information on how to get oriented to the world of rotary and get engaged with their club,
[New Club Member Roadmap](#) and [Design Your Rotary Experience](#)
 - Or to have their new member identification (i.e.: “Red Star”) removed from their Badge by completing the new member checklist
[New Member Checklist](#)
- c. Conduct a Membership Satisfaction Survey
[Club Membership Satisfaction Survey](#)
- d. Have an event scheduled for new members and their sponsors.
- e. Feature a member’s “benefit of the month” in the club newsletter.
- f. Induct new members with pizzazz & invite their spouse/partner.
- g. Develop a welcome letter from the president for all new members.
- h. Recognize new members in newsletters.
- i. List names of new members in your newsletter or on your Web site, including new member bio.
- j. List member milestone anniversaries in your newsletter.
- k. Announce and publish club achievements.
- l. Develop a senior advisory group as mentors to new members. Your senior members will appreciate the recognition and your new members will benefit from the contact.
- m. Transform your club into an “Irresistible” Club!
<https://blog.rotary.org/2024/01/16/making-rotary-simply-irresistible/>
- n. Have every club member registered on MyRotary.
[How to Create Your My Rotary Account](#)

3. Retention Toolkit

- a. Use tools to conduct a Retention assessment and act on its results to: (1) Determine when and why members leave your club, and

(2)Generate strategies to keep them engaged and involved so they stay

[Improving Your Member Retention](#)

- b. Club Secretary takes attendance at every meeting and checks in on those members who were engaged, that have missed a certain % of meetings bi-monthly
- c. Exit Survey [Resigning Member Questionnaire](#)
- d. When a member moves, send club(s) in the new community a letter of introduction and contact information.

C. District Membership Committee

- 1. Kirk Dornbush, Chair (Grand Rapids)
- 2. Brianna T. Scott (Muskegon)
- 3. Dale Charters (Frankfort)
- 4. Dale Swihart (Grand Haven)
- 5. MaryAnn Gorman (Muskegon)