

District 6290 Membership Guide

A. Start a New Club

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

B. Comprehensive Membership Guidebook

STEP ONE: Complete [Action Plan Self-Assessment](#)

1. Recruitment Toolkit

- a. [Strengthening Your Club Membership](#)
- b. Creating Your Membership Development Plan:
[ClubMembershipPlan.docx](#)
[Club Assessment of Membership Gaps](#) (i.e. demographics, etc.)
- c. Each Club Member Invite one community person per year to visit club (Someone should keep track of this.)
[EACH ONE, BRING ONE KEY MESSAGE](#)

2. Engagement Toolkit

- a. [New Member Orientation](#)
and
- b. [How to Guide: New Member Orientation](#)
- c. New Member Checklist
 - Have each 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](#)

- c. Conduct a [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* and 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 website, including new member bio's.
- 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 a [Simply Irresistible Club!](#)
- n. Make sure every club member is [registered on MyRotary](#).

3. Retention Toolkit

- a. Use tools to conduct a [Retention Assessment](#) and act on results to:
 - Determine when and why members leave your club, and
 - Generate strategies to keep them engaged and involved so they stay
- b. Club Secretary takes attendance at every meeting and checks in on those members who were engaged and those that have missed a certain percentage of meetings bi-monthly
- c. When members leave, conduct an [Exit Survey](#)
- d. When a member moves, send club(s) in the new community a letter of introduction and contact information.

C. District 6290 Membership Committee

Kirk Dornbush, Chair (Grand Rapids)

Brianna T. Scott (Muskegon)

Dale Charters (Frankfort)

Dale Swihart (Grand Haven)

MaryAnn Gorman (Muskegon)