



CREATE HOPE
in the WORLD

Membership



The Why!

"It's simple. *The more members we have, the more people we can help.*
A stronger membership base will
result in stronger communities."

Gary CK Huang
Rotary International
President



Where Do We Begin



Create and Follow an Action Plan:

Attraction

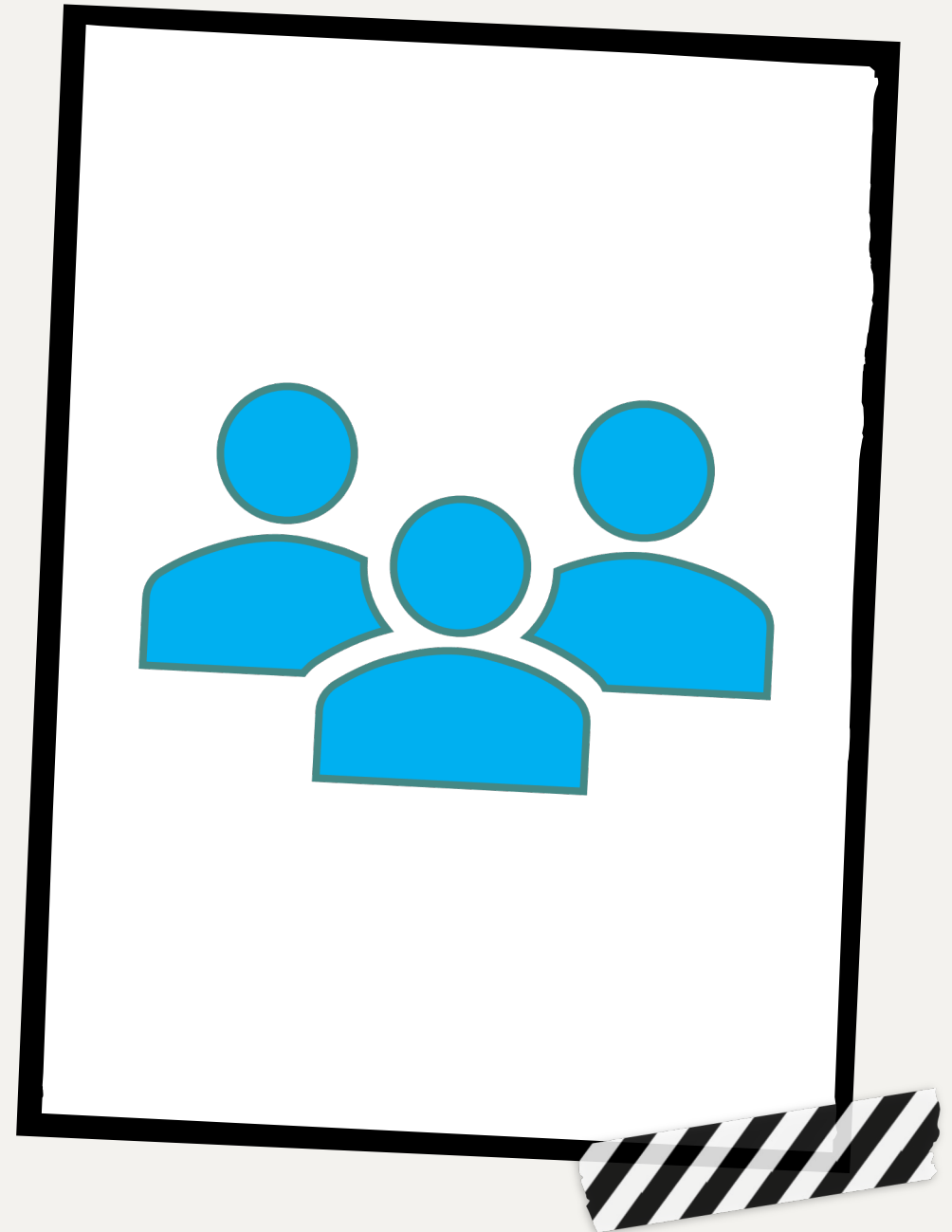
Engagement

Set Goals!

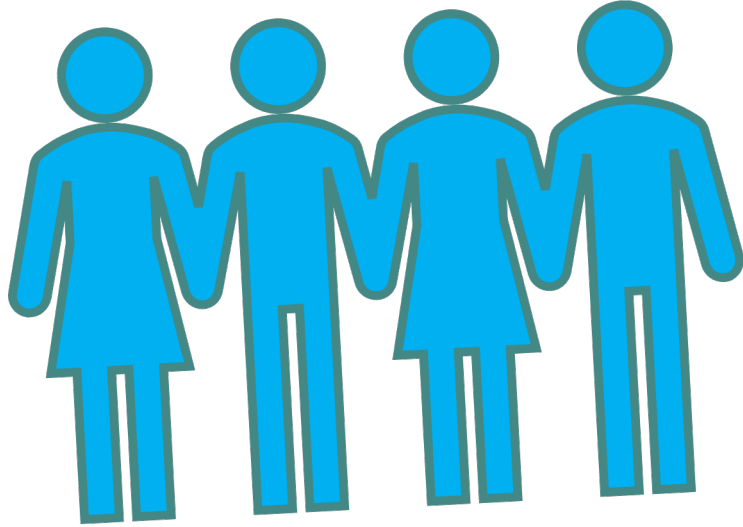


Identify

- Ask members to complete the Identifying Prospective Members Assessment
- Classification Assessment for Gaps
- Membership Leads in the Club Administration area of My Rotary



Introduce



- Periodically hold special events for prospective members.
- Invite to a service project or social
- Tell prospective members what to expect at meeting
- Highlight the opportunities for networking, social and service.



Invite

Designate

Appropriate club member to invite prospective member to join.

Ceremony

Meaningful ceremony to induct new members. Include families.

Welcome Kit

New Member welcome kit that includes club and Rotary resources.

Celebrate

Celebrate new members on your website, social media and newsletter.



Engage

Orientation
Program

Mentorship

Engage in a
Service
Project or
Club Committee

New Member
Project





- Monthly Step by Step Approach
- Prospective Member Tool
- Sharing Your Rotary Experience
- Welcome Kit Samples
- Newsletter Templates



Established Member Engagement



MEMBER SATISFACTION
SURVEY



NEW COMMITTEES



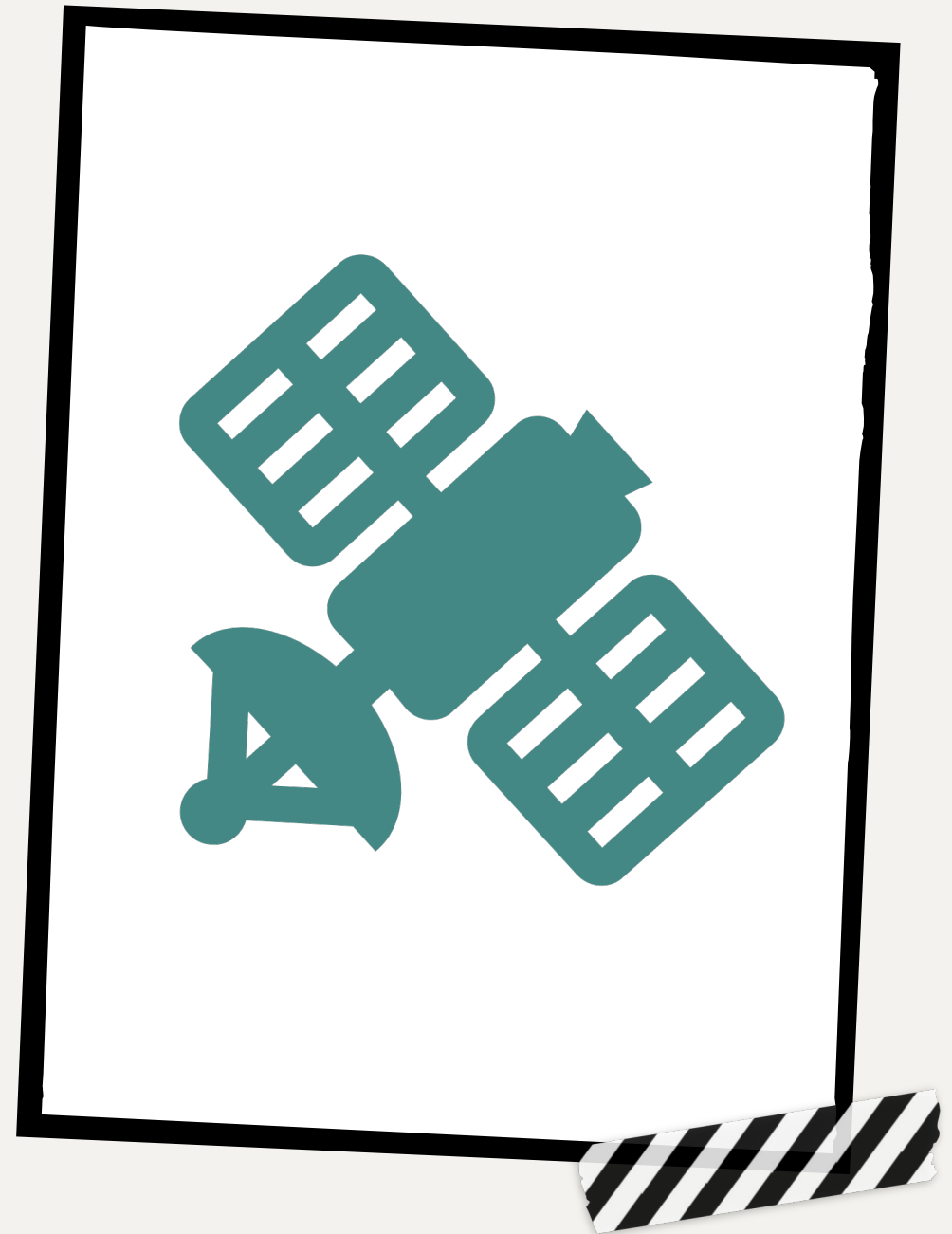
NEW SERVICE PROJECTS
BASED ON PASSIONS



New Club Potential

- Satellite
- Different Times or Locations
- Cause-Based Club
- Passport Clubs

Think Outside the Box!





What Will Be Your Membership Goal in 2023-24?

Net Gain Percentage

Engagement Activities



District 6540 Membership Team

- Jeff Krull, Chair jkrull48@gmail.com
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Questions

- Challenges
- Best Practices in Your Club

