



BUILD A THRIVING ROTARY CLUB

Membership is Everyone's Responsibility

“If membership is everyone's job, it becomes everyone's priority.”

● ATTRACT — Bring People In

Goal: Grow with intention, not just numbers

Quick Wins:

- Host 1 guest-friendly event per month (not just meetings)
- Track and follow up with prospective members consistently
- Share your club's impact on social media (impact > meetings)

Ask Yourself: Would I join my club based on what I see online?

● ENGAGE — Strengthen Retention

Goal: Make people feel they belong and matter

Quick Wins:

- Assign every new member a mentor + role within 30 days
- Provide learning opportunities and leadership development
- Rotate meeting formats (speakers, socials, service nights)

Red Flag to Watch: Members attending but not participating

● GROW — Build for the Future

Goal: Expand how Rotary shows up in your community

Ideas to Explore:

- Companion clubs (young professionals, newcomers, cause-based)
- Corporate or family memberships
- Partnerships with local organizations

Ask Yourself: Who is missing from our club—and why?

★ LEADERSHIP & CULTURE

Strong clubs are built by engaged members at every level:

- ✓ Membership is not a committee—it's a club-wide mindset
- ✓ Create a culture of inclusion and belonging
- ✓ Empower members to invite, engage, and lead
- ✓ Be intentional about growth—not reactive

TOOLS YOU ALREADY HAVE

- Rotary Learning Center (leadership, membership, fundraising)
- District Membership Team support
- Club Health Check & Membership Action Plan tools
- Prospective Member Leads system

AT EVERY MEETING CHECKLIST

Make membership visible, intentional, and consistent.

NON-NEGOTIABLES (Every Meeting):

- We create a welcoming experience for every guest (greeter, introductions, follow-up plan)
 - We share a story of impact (not just announcements)
 - We personally invite people into meaningful opportunities (projects, events, roles)
 - We follow up with guests and prospective members within 48 hours
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- Do we have a **welcoming experience** for guests? (greeter, introductions, follow-up plan)
- Are guests **personally introduced and engaged**, not just acknowledged?
- Did we **tell a story of impact** today? (not just announcements)
- Are members **engaged beyond attendance**? (roles, responsibilities, involvement)
- Did we **recognize or celebrate** someone? (service, milestone, contribution)
- Are we **inviting people into something meaningful**? (projects, events, committees)
- Did we create space for **connection and belonging**? (not just business)
- Did a member share **why they joined or stayed in Rotary**?
- Are we highlighting **different pathways to get involved** (hands-on, leadership, social)?
- Did we **follow up with past guests or prospective members** this week?
- Are we making it **easy to say yes** to joining? (clear next steps, simple process)
- Are we using **varied meeting formats** to keep things fresh and engaging?
- Did someone **personally invite a guest** to the next meeting or event?
- Are we **creating moments of fun and energy**, not just running a meeting?
- Did we end the meeting with a **clear call to action or next opportunity**?

Simple habits. Consistent actions. Stronger clubs.

SUPPORT

District Membership Chair – Jennifer Jerrett

 jjerrtrotary@gmail.com

 705-788-4325