



## **MEMBERSHIP**

### **Working “Definitions”/Understandings of Key Terms**

#### **Attraction:**

- This is a public relations initiative
- Need to follow the new RI Visual Identity Guidelines
- Promotion of Rotary and Club Public Image
- Inviting guests to a meeting to hear a particular speaker, celebrate a particular event or vocation, etc., without any specific expectations of them becoming members

#### **Recruitment:**

- Begins with an analysis of club and local area demographics (in what areas is the club underrepresented? What are the growth age groups within the club catchment area? Etc.)
- Actively working to introduce a potential member to the club (or Rotary in general)
- Need to ensure potential member will be suitable Rotarian (have the means, support of family and employer, joining for the correct reasons – *Service*, etc.)
- Providing basic information about Rotary and the Club (financial and participatory expectations, projects, Service Above Self, etc.)
- Providing a contact to whom potential member can ask questions and contact can follow up with candidate
- Providing support materials

#### **Retention:**

- Should not be a focus in and of itself
- Is connected to everything that happens in a club
- Is directly related to the Vitality of the Club
- Is directly related to the knowledge a member has about Rotary in general, the District and the Club
- Need to ensure that all members feel respected and valued
- Is a “Report Card” or a measure of Club Vitality
- Club driven **Engagement** should lead to member driven **Involvement**

#### **Engagement:**

- Is a Club Responsibility / Club Driven to support the new member
- Should provide opportunities for the member to gain knowledge of Rotary in general, the Club and the District
- Formal Orientation programs/sessions should be conducted
- An Orientation process consisting of several “steps” or “tasks” for new members can be used (e.g., doing a *Who Am I*, doing at least one Make Up, attending one or more committee meetings, attending a Board Meeting, attending the District Conference, attending the Rotary Leadership Institute (RLI) Part 1, bringing a guest to a meeting, etc.)
- Assigning the new member a Mentor
- Getting to know the new member’s particular areas of interest and strength and guiding the member to best areas of **Involvement**

#### **Active Participation / Involvement:**

- Is a Member Responsibility / Member Driven to follow through on the commitment of becoming a Rotarian
- Should adhere to Club’s expectations/guidelines re number of commitments
- Should include participation in District events (Conference, Rotary Leadership Institute, District Assembly/Club Leadership Training, etc.)
- Care should be taken to not overwhelm or “burn out” the new member