



Membership District 7090

Rotary 



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Bringing You Some Tasty Membership Resources

RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

By PDG Kevin Crosby, District Membership Director

Here comes the D7090 Resource Food Truck!

There are Rotarians in clubs across our district who are working diligently on district committees to find, develop and share tools, guides, videos, and other resources that can help clubs grow and prosper.

Often, these resources are shared at live events like Club Leadership Training (coming up on May 5), RLI (coming up on March 24), PETS, and our District Conference (coming up October 20).

As much as we want Rotarians to participate in these live events and enjoy the fellowship and lively exchange of ideas they provide, we realize many of our members can't participate.

Here's where the D7090 Resource Food Truck comes into play. Currently, we have a team of talented Rotarian elves, led by Chief Elf, Pene Hutton, working on expanding our district website, to make it easy for club members, club leaders, and even prospective members to find helpful information.

One of the new sections of our district website will be called the "Resource Food Truck". It isn't built yet, so this is just a teaser.

Here's an example of the tasty resources we expect to serve up. Enjoy!

Membership Resources

General:

1. Rotary Membership Video Channel: [membership video channel](#)
2. Shop at RI for [membership development resources](#) (documents)
3. Online courses on membership (live and recorded):
<http://learn.rotary.org/Pages/Catalog/coursecatalog.aspx?subject=111>
4. Pre-recorded webinars on membership:
https://my.rotary.org/en/learning-reference/webinars/on-demand/377?field_offered_language_value=All&field_audience_level_value_i18n=All

5. Rotary videos:
<http://video.rotary.org/>
6. More Rotary videos:
<https://brandcenter.rotary.org/en-GB/Images-Video/Rotary-Videos>
7. [Membership Best Practices Discussion Group](#) - This discussion group provides a forum for leaders at all levels to share best practices for recruiting, attracting, engaging, and retaining current and prospective members.
8. [Membership Minute](#) - Bi-monthly Rotary stories and the latest membership development ideas, strategies, and resources

Role of Club Membership Chair & Membership Committee

1. Your Role as Club Membership Chair:
<https://my.rotary.org/en/document/your-job-club-membership-committee-chair>
2. [Strengthening Your Membership: Creating Your Membership Plan](#) — Develop a long-term strategy for strengthening your club's membership
3. Lead Your Club: Membership Committee
<https://my.rotary.org/en/document/lead-your-club-membership-committee>

Engaging and Retaining Your Members

1. [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community
2. [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership
3. [Connect for Good](#) — Encourage members to get involved for a more meaningful Rotary experience.
4. [Be A Vibrant Club](#) - A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture
5. Pre-recorded webinar: [Revitalize + Rethink Your Rotary Club: Crafting Your Member Experience](#) - Learn ways your club can create an engaging and rewarding member experience by embracing new rules and flexibility options your members
6. Pre-recorded webinar: [Membership: It's Now or Never](#) (Part 1 of 5) - An international membership expert discusses new ways of thinking about membership and innovative tactics in part 1

- of this "Membership Matters" webinar series
7. Pre-recorded webinar: [Perception vs. Reality: Club Evaluation and Visioning](#) (Part 2 of 5) - Focuses on the steps clubs should take to ensure a clear club vision and plan for the future
 8. Pre-recorded webinar: [Simple Steps to Innovate Your Club](#) (Part 3 of 5) - Focuses on the steps clubs can take today to stay relevant and appeal to new and potential members
 9. Pre-recorded webinar: [Membership Engagement: The Key to Retention](#) (Part 4 of 5) - Focuses on member engagement as a path to member retention
 10. Pre-recorded webinar: [How to Recruit New Members and Strengthen Your Club](#) (Part 5 of 5) - Focuses on growing and strengthening clubs by inviting new and diverse groups of professionals to club meetings, asking friends and colleagues to participate in service projects, and reaching out to Rotary program alumni

Marketing Your Club & Recruiting New Members

1. Rotary's [customizable club brochure](#), available on Brand Center, allows you to upload photos of your

club in action and show your community its projects and events.

2. [Prospective Member brochure: Impact Begins With You](#) (available for purchase)
3. Recorded webinar: "Hot, Warm, Cold: Engaging Prospective Members" <https://vimeo.com/channel/rotarymembership/240685013>
4. [Connect to Membership Leads](#) — Find prospective members who want to get involved
5. [Creating a Positive Experience for Prospective Members](#) offers tips and advice to help turn your leads into members
6. Share the [Prospective Member brochure](#) and the [What Is Rotary? video](#) with prospective members
7. [Young Professionals Summit Report](#) - A report that shares strategies, ideas, and key findings from the Young Professionals Summit held in Chicago September 2014
8. Pre-recorded webinar: [Understanding Young Professionals](#) - Led by Rotary staff and a market research professional, this webinar is intended to help members better understand the

perceptions and needs of young professionals.

Password: YPC

On-boarding Your New Members

1. [Introducing New Members to Rotary: An Orientation Guide](#) — Find ideas for engaging new members, getting them involved, and giving them a meaningful Rotary experience.
2. [New Member Welcome Kit](#) (available for purchase)
3. [Rotary Basics](#) — Give this comprehensive overview to new members or order for club reference

Other Topics

1. Satellite Club FAQs: <https://my.rotary.org/en/document/satellite-club-frequently-asked-questions>
2. Alternate Membership Types: <https://my.rotary.org/en/document/start-guide-alternative-membership-types>
3. Starting a New Club: <https://my.rotary.org/en/learning-reference/learn-topic/start-club>
4. [Club Flexibility web page](#) - This new web page offers ways clubs can implement the new flexible options Council decisions granted them. Includes links to frequently asked

questions, governance documents, and start guides for alternative membership types, and flexible meeting formats.

Questions or Comments? Contact PDG Kevin Crosby, District Membership Director, at kevin@d7090.org.

