



## MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on [www.rotary.org](http://www.rotary.org) by clicking on the hyperlink, or ordered on [shop.rotary.org](http://shop.rotary.org) with the SKU number provided. If you experience any trouble when placing your order, please email [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org) or [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org).

| PUBLICATIONS   |  |   |  |
|--|--|---|--|
| Name   | Description  | Audience  | Available  |
| <a href="#">Revised! Strengthening Your Membership</a> | This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.                         | Club presidents and membership committees, and district membership chairs | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a><br>(SKU: 417)  |
| <a href="#">Starting a Rotary Club</a>                 | This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.   | District governors  | N/A  |
| <a href="#">Introducing New Members to Rotary</a>      | Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time. | Club leadership   | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a><br>(SKU: 414)  |
| <a href="#">Be A Vibrant Club</a>                      | A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture.   | Club leadership   | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a><br>(SKU: 245A) |
| <a href="#">Connect for Good</a>                       | Eight-page guide shows how to get involved and connect with Rotary.  | Current members   | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a><br>(SKU: 595)  |
| <a href="#">Rotary Basics</a>                          | This comprehensive guide to all things Rotary covers everything from how Rotary began to how you can optimize your membership experience.  | New members   | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a><br>(SKU: 699)  |
| Impact Begins With You                                 | This prospective member brochure explains who we are and what sets us apart from other organizations.  | Prospective members   | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a><br>(SKU: 001)  |

| ONLINE COURSES                                  |  |                |   |
|---|--|----------------|---|
| Name  | Description  | Audience       | Available   |
| <b>New!</b> Your Membership Plan                | When you make a long-term membership plan, you're making a commitment to your club's health. Create a step-by-step plan to strengthen your membership and keep your club vibrant and relevant. | Rotary members | <a href="http://learn.rotary.org">http://learn.rotary.org</a> |
| <b>New!</b> Best Practices for Engaging Members | Is your club losing more members than it's gaining? It's time to get serious about engaging members.   | Rotary members | <a href="http://learn.rotary.org">http://learn.rotary.org</a> |

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| <b>New!</b> Kick-start Your New Member Orientation | Are new members leaving within a year or two? Learn how to better connect with them and help them get involved from the start.                               | Rotary members               | <a href="http://learn.rotary.org">http://learn.rotary.org</a>   |
| <b>New!</b> Practicing Flexibility and Innovation  | If you find that your club's rules are preventing members from getting the experience they want from Rotary, try changing them.                              | Rotary members               | <a href="http://learn.rotary.org">http://learn.rotary.org</a>   |
| <b>New!</b> Building a Diverse Club                | A diverse club reflects the make-up of its community, has a greater impact, and is more attractive to prospective members.                                   | Rotary members               | <a href="http://learn.rotary.org">http://learn.rotary.org</a>   |
| <b>New!</b> Online Membership Leads                | What's all this talk about membership leads? This course will clear up the mystery behind these online leads.  | Rotary members               | <a href="http://learn.rotary.org">http://learn.rotary.org</a>   |
| <b>New!</b> Is Your Club Healthy?                  | Take this course to help your club stay valuable to your members and your community.   | Rotary members               | <a href="http://learn.rotary.org">http://learn.rotary.org</a>   |
| <b>New!</b> Strategies for Attracting New Members  | Are guests of your club not interested in joining? Learn how to improve the club experience to make it attractive to visitors.                               | Rotary members               | <a href="http://learn.rotary.org">http://learn.rotary.org</a>   |
| <a href="#">Alumni Report Guide</a>                | Learn how to use the Program Participants and Alumni Report as a tool to identify club program speakers, service project volunteers, or prospective members. | District and zone leadership | <a href="http://www.highroadsoflearning.com/file_upload/er2/files/how+to+use+the+program+participants+and+alumni+report.pdf">http://www.highroadsoflearning.com/file_upload/er2/files/how+to+use+the+program+participants+and+alumni+report.pdf</a> |

| <b>TOOLS</b>   |  |                     |   |
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| <b>Name</b>  | <b>Description</b>   | <b>Audience</b>     | <b>Available</b>  |
| <a href="#">Membership Best Practices Discussion Group</a> | 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.                | Rotary members      | <a href="https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices">https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices</a> |
| <a href="#">Rotary Club Health Check</a>                   | This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas.  | Club leaders        | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 2540)   |
| <a href="#">Membership Assessment Tools</a>                | Learn how to evaluate and improve your membership development plan with these tools, complete with sample surveys and information on organizing new clubs, recruiting and retaining members. | Current members     | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 801)  |
| <a href="#">Customizable Rotary Club Brochure</a>          | In this new template, clubs can upload their own photos, edit text, list dates of upcoming events, and share member testimonials.  | Prospective members | N/A   |

| <b>RESOURCES</b>                              |   |                     |                  |
|---|---|---------------------|------------------|
| <b>Name</b>                                   | <b>Description</b>  | <b>Audience</b>     | <b>Available</b> |
| <a href="#">"Discover Rotary" Power Point</a> | Show this presentation at prospective member or other events to introduce Rotary to the public. It covers Rotary's values, history, and the benefits of membership. | Prospective members | N/A              |

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| <a href="#">Club Flexibility web page</a>                              | 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. | Rotary members            | N/A   |
| <a href="#">Understanding Membership Reports: Getting Started</a>      | This guide lists each membership report available, explains the information it provides, and steps on how to find them.   | Rotary members            | N/A   |
| <a href="#">Creating a Positive Experience for Prospective Members</a> | Find tips and ideas for connecting with prospective members, and what you can do to ensure they have a positive experience.   | Rotary members            | N/A   |
| <a href="#">Proposing New Members</a>                                  | Best practices for proposing new members to your club.  | Rotary members            | N/A   |
| <a href="#">How to Manage Membership Leads (Clubs)</a>                 | Step-by-step directions for using the Membership Leads database to track and manage member leads at the club level.   | Club leaders              | <a href="https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs">https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs</a>   |
| <a href="#">How to Manage Membership Leads (Districts)</a>             | Step-by-step directions for using the Membership Leads database to track and manage member leads at the district level.   | District leaders          | <a href="https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts">https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts</a>   |
| <a href="#">New Member Welcome Kit</a>                                 | Welcome new members to your club with pre-packaged Rotary essentials: Connect for Good brochure, What's Rotary? card, RI/TRF Annual Report, and Proud Member window cling.  | New members               | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a><br><b>(SKU: 426)</b>  |
| <a href="#">Membership Minute e-newsletter</a>                         | Bi-monthly Rotary stories and the latest membership development ideas, strategies, and resources.   | Club and district leaders | <a href="http://www.rotary.org/en/news-features/newsletters">www.rotary.org/en/news-features/newsletters</a>  |
| <a href="#">Young Professionals Summit Report</a>                      | A report that shares strategies, ideas, and key findings from the Young Professionals Summit held in Chicago September 2014.  | Rotary members            | <a href="http://www.highroadsofolution.com/file_upload/er2/files/ypps+summit+report_final.pdf">http://www.highroadsofolution.com/file_upload/er2/files/ypps+summit+report_final.pdf</a>   |
| <a href="#">How to Lead a Young Professionals Summit Guide</a>         | Learn how to plan, organize, and lead a young professionals summit to energize and engage your members as you discuss how to create a more appealing and engaging Rotary experience for all members.  | Rotary members            | <a href="http://www.highroadsofolution.com/file_upload/er2/files/ic15+breakout_how+to+lead+a+young+professionals+summit.pdf">http://www.highroadsofolution.com/file_upload/er2/files/ic15+breakout_how+to+lead+a+young+professionals+summit.pdf</a> |
| <a href="#">Strategic Planning Guide</a>                               | Use this guide and worksheet to help develop a vision, goals, and measurements for your strategic plan.   | Club and district leaders | <a href="https://www.rotary.org/myrotary/en/document/strategic-planning-guide">https://www.rotary.org/myrotary/en/document/strategic-planning-guide</a>   |

| <b>WEBINARS</b>   |  |                 |   |
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| <b>Name</b>   | <b>Description</b>   | <b>Audience</b> | <b>Available</b>  |
| <b>New!</b> Hot, Warm, and Cold Leads: Engaging Your Prospective Members (Club Level) | Rotary volunteers and staff share best practices in communicating with prospective members, ensuring their Rotary experience is positive, and managing and admitting them through the Membership Leads platform. | Club leaders    | <a href="https://vimeo.com/240685013">https://vimeo.com/240685013</a> |

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| <b>New!</b> First Impressions Matter webinar: The Membership Experience                | Find out what happens when Rotarians use every interaction to engage, educate, and inspire fellow Rotarians and the community. Moderated by Jennifer Jones, Past Rotary Vice President.                                       | Rotary members   | <a href="https://vimeo.com/232717098">https://vimeo.com/232717098</a> |
| How to Manage Membership Leads for District Leaders                                    | This webinar shows district leaders how to effectively utilize the Membership Leads platform, provides best practices for encouraging clubs to take action with leads, and includes a Q&A section with attendees.             | District leaders | <a href="https://vimeo.com/214073740">https://vimeo.com/214073740</a> |
| <a href="#">Revitalize + Rethink Your Rotary Club: Crafting Your Member Experience</a> | Learn ways your club can create an engaging and rewarding member experience by embracing new rules and flexibility options your members.  | Rotary members   | <a href="https://vimeo.com/180066536">https://vimeo.com/180066536</a> |
| <a href="#">Membership: It's Now or Never</a> (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.  | Rotary members   | <a href="https://vimeo.com/103365589">https://vimeo.com/103365589</a> |
| <a href="#">Perception vs. Reality: Club Evaluation and Visioning</a> (Part 2 of 5)    | Focuses on the steps clubs should take to ensure a clear club vision and plan for the future.   | Rotary members   | <a href="https://vimeo.com/108381769">https://vimeo.com/108381769</a> |
| <a href="#">Simple Steps to Innovate Your Club</a> (Part 3 of 5)                       | Focuses on the steps clubs can take today to stay relevant and appeal to new and potential members.   | Rotary members   | <a href="https://vimeo.com/118740192">https://vimeo.com/118740192</a> |
| <a href="#">Membership Engagement: The Key to Retention</a> (Part 4 of 5)              | Focuses on member engagement as a path to member retention.   | Rotary members   | <a href="https://vimeo.com/123234534">https://vimeo.com/123234534</a> |
| <a href="#">How to Recruit New Members and Strengthen Your Club</a> (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. | Rotary members   | <a href="https://vimeo.com/127084618">https://vimeo.com/127084618</a> |
| <a href="#">Understanding Young Professionals</a>                                      | 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: <b>YPC</b>                                     | Rotary members   | <a href="https://vimeo.com/89536946">https://vimeo.com/89536946</a>   |

| <b>TRAINING MANUALS</b>                                    |  |                  |  |
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| <b>Name</b>  | <b>Description</b>   | <b>Audience</b>  | <b>Available</b>   |
| <a href="#">District Membership Seminar Leader's Guide</a> | This guide provides you with speaking points, PowerPoint templates, and exercises to ensure your attendees participate and are engaged in each breakout session for club leaders or members. | District leaders | N/A  |
| <a href="#">Lead Your Club: Membership Committee</a>       | Describes the responsibilities of the chair and committee, and identifies resources that may be helpful relating to increasing the club's membership.  | Club leaders     | <a href="http://shop.rotary.org/">http://shop.rotary.org/</a><br><b>(SKU: 226)</b> |

**Questions? Please contact Regional Membership Officer for zones 21b and 27**

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