

**District Assembly Membership Workshops**  
**6/2/12**

**Phase 1: Recruiting and Prospecting**

<b>SUCSESSES</b>	<b>CHALLENGES</b>
Membership Chair is strong in prospecting	Follow up with prospects
Members take on membership recruiting role	Identifying individuals
Talk it up and make it family/close knit	Recruiting young professionals
Growing Rotarians – starting with youth..	Talk it up and make it family/close knit
Administration & Tracking of Prospects	We're an aging club & how can we appeal and support young members
Young Rotarians attract more young Rotarians	Getting more women
Attracting younger members	Finding & encouraging people
Set up Rotary booth at local mall	Getting the word out
Club is everywhere; very active in community and strong identity	Identity of your club (e.g. especially when there's an established club nearby)
Changed from evening to breakfast club	Follow up with prospective members
Targeted business owners and asking them to visit and follow up is done	Focus on membership or lack of focus
Referrals from members	Community awareness to draw people
Clubs have great flexibility in bringing in members (eg. Dues, attendance %.)	Demographics of members don't match community demos
Created classification for Young Professionals (<40 years) with 50% normal dues for 3 years	Don't recruit well
Replace breakfast meeting with Happy Hour meeting on a regular basis to change things up	Getting younger members
	Getting in the door the 1 <sup>st</sup> time

**Phase 2: Vetting Prospects**

<b>SUCSESSES</b>	<b>CHALLENGES</b>
Expectations of members	Explanation & expectation
Vetting Team to speak with prospective member	
Past President involved to ensure expectations of prospects are realistic	
Led by Pres. Elect, Membership Chair and ~ 2 other members to ensure expectations of Club are communicated	
Prospect must attend at least 3 meetings	
Publish potential member for consideration of general membership	
Invitation packet	
We have a gift to give you (the gift of Rotary)	

### Phase 3: Induction & Red Badge

SUCCESES	CHALLENGES
New Member Program	Have tools for training & not using them
Induction is formal and special	Unclear Red Badge process
Active Red Badge program in place	No Red Badge program
Re-introduce member to Club at Blue Badge time	
Very strong ceremony and process and welcoming	
Make it unique to your club	
Red Badge process is their strongest aspect and lasts for 6 months	
Red Badge members meet periodically and can be a focus group for club leadership	

### Phase 4: Engagement & Service

SUCCESES	CHALLENGES
Vocational talks and intros	Getting all members involved
New Member Party with board	Educating members in a new club about Rotary
Lots of projects & achievements	Check in with "missing" members
Large size creates many opps for engagement and service	Members are not welcomed
Rubber duck race engages members & raises \$\$	Lack of service mindset by younger members
Strong/formalized programs making it easy to get involved	Easy to "hide" in a large club
Good overall membership process AFTER recruiting	Larger clubs can be harder to change
Family of Rotary program(s)	Create more opportunity to engage busy or mobile members
Strong follow up/Check up on "missing" members	Large clubs have many activities can present overwhelming choices
Quarterly invoice includes optional club and/or RI Foundation billing	Lack of well defined mentorship to promote and ensure engagement of new and not as new members
Very active in small communities (eg Carbon Valley)	80/20 problem with 20% doing most of the work
Good branding	Poor speakers or lack of speakers
Strong projects with diverse mix	Lack of engagement of older members
Changed meeting time to attract more members	Lack of focused engagement program
<b>Membership is engaged</b> in growing the Club	
Family of Rotary committee	
Small club where everyone is engaged	
Good food and/or view	
Happy Hour meeting 1x/month	
Fun activities (eg. Chili cookoff)	

### Phase 5: Leadership & Development

SUCSESSES	CHALLENGES
Younger members involved in leadership helps attract younger members	So many Presidents and need to engage
4 Way Test sessions in schools	Membership leadership
Community Service projects	No formal membership process
Establishing a Mentor training program	Lack of turnover of club leadership
	80/20 problem
	Inconsistent leadership
	Leadership is not inclusive or open

### Phase 6: Departure – Death and transfers are acceptable. 😊

SUCSESSES	CHALLENGES
	Retention of un/disengaged members
	Long tenured members
	Retention
	Lack of service mindset of young members
	“Politics” in club
	Loss of energy at meetings
	Club is too large