



Zones 26 & 27
Big West

Membership Learning Course Guide September 2019

To begin please login to My Rotary: [MyRotary Login](#) use this link and enter your username and password.

If you are new to the Learning Center and need a little orientation, start with this [Getting Started with The Learning Center](#). For further assistance, please contact either Steve Lingenbrink, Dian Edwards, Debbie High or Lucinda General. Email us at: membership@zone2627.org

There are five learning center classes to complete.

Is Your Club Healthy? (Topic 1)

Best Practices for Engaging Members (Topic 2)

Strategies for Attracting New Members (Topic 3)

Kick Start Your New Member Orientation (Topic 4)

Practicing Flexibility and Innovation (Topic 5)

Once you have completed the courses please print and save your Certificates of Completion. Please email the Certificates to membership@zone2627.org

Is Your Club Healthy? (Topic 1)

As you review the class online, please download the support materials. [Link to: Is Your Club Healthy?](#) These will add to your library of assets to use as you lead your district or help your own club. Remember to complete the Rotary Club Health Check and bring the hard copy to Denver.

When we reviewed this content, we find the sample Rotarian characters and situations are spot on. These vignettes provide valid representations of what we experience now in 2019. Please click every link, open and read every bubble of information to better round out your knowledge of what might be happening in your own club or district.

- What new idea or tool are you most enthusiastic to implement?
- Bring your completed Rotary Club Health Check to the Denver session, if applicable

Once you have completed the courses please print and save your Certificates of Completion. Please email the Certificates to membership@zone2627.org

Best Practices for Engaging Members (Topic 2)

This learning module should have started you thinking about some strategies to engage or reach out to members with less than one year in Rotary, as well as 6-10 years, and seasoned club members with over 10 years of Rotary experiences. [Link to: Best Practices for Engaging Members](#)

- What tools would you use to discover the best way to approach each of these groups?
- Think about reasons why members might leave your club and Rotary.
- What did you learn from the last member who left your club and what changes has your club made as a result?
- What are some ways that clubs can involve members who avoid projects, activities, and leadership roles?

Once you have completed the courses please print and save your Certificates of Completion. Please email the Certificates to membership@zone2627.org



Membership Learning Course Guide September 2019

Strategies for Attracting New Members (Topic 3)

In this course you will encounter deep dives into creating a positive experience for prospective members, engaging young professionals, utilizing and managing leads and more. What a wealth of clear suggestions, analysis tools and ideas for specific action! Please download all materials for your own learning library. Which of these items can you post and use on your club or district website? [Link to: Strategies for Attracting New Members](#)

After you have completed this course, please choose one of the four downloads shown in the course that is the one you believe will be the best place to start for your club. This is a great step to engage and activate more club members to focus on making your club truly vibrant and relevant. Select either: Creating a Positive Experience for Prospective Members, the Prospective Member Exercise, Club Website Guide or the Membership Leads video.

You will need to spend 30-60 minutes really working that area. It will be more effective if you work through your selection with another club member (or two). Including others in your planning process helps immensely. It causes other ideas to bubble up and can validate your opinion or broaden your perspective.

Once you have completed the courses please print and save your Certificates of Completion. Please email the Certificates to membership@zone2627.org

Kick Start Your New Member Orientation (Topic 4)

A New Member Orientation Program is integral to successfully retaining members in a club. Understanding the mission of Rotary, its humanitarian service component, and how local club service enhances the level of community experience will improve member engagement and retention. [Link to: Kick Start Your New Member Orientation](#)

- What types of orientation program(s) does your club or district use?
- Who is the best mentor for a new club member?
- What are the best ways to get new members engaged?

Be sure to check out the new member materials that is available on the Shop Rotary website.

Once you have completed the courses please print and save your Certificates of Completion. Please email the Certificates to membership@zone2627.org

Practicing Flexibility and Innovation (Topic 5)

As you are no doubt aware, the 2016 Council on Legislation relaxes many of the rules relating to the organization of clubs and types of membership. This relaxation created a great opportunity both strengthening existing clubs and forming new exciting clubs. Best of all, there are now assets and resources available from Rotary International to guide clubs in utilizing flexibility and innovation in forming new clubs! [Link to: Practicing Flexibility & Innovation](#)

Please take time before traveling to Denver to review:

- The New [Club Matrix](#) (EN 719)
- Tour the [Flexibility Page](#) on rotary.org www.rotary.org/flexibility
- Review the ["Enhancing the Club Experience Survey"](#) (both pdf and customizable word format)

We will further discuss these items in the afternoon on Thursday, September 5, 2019 in Denver.

Once you have completed the courses please print and save your Certificates of Completion. Please email the Certificates to membership@zone2627.org