

Club Membership Chair Job Description and Best Practices

Role of the Club Membership Chair:

Seek out and introduce potential new members to Rotary
Ensure that existing members are engaged with Rotary
Know why members leave the club

Best Practices:

No chair can do it all! Form a specific committee!

Participate in club Board meetings

Update and distribute Rotary collateral

- “Be my guest” business cards and club trifold
- Rotary International and Rotary Foundation paraphernalia and videos
- Club shirts/hats/placemats/et cetera

Develop “People of Action” campaign materials and display them

Present a “Rotary Minute” every meeting (and keep it to a minute!)

- Ask president to include on weekly agenda OR give a Happy Dollar
- Cull your Minute from *The Rotarian*, District website and FB, or from RI online resources

Language is important!

Update language as appropriate: Examples include ...

- Sergeant at arms – Rotary volunteer or Fine-meister
- Fireside Chat – New member social

Avoid Rotary jargon!

Think about your club culture from the point of view of a newcomer

Update and find ways to keep up to date

- Club website
- Social media pages

Note: Use new logo! Make-your-own templates available on rotary.org’s Brand Center

Best Practices to introduce potential new members:

Invite potential new members to service projects rather than club meetings

Develop “socials” for potential new members

- Provide “what is expected” information (costs, time of membership) in writing
- Make sure expectations of potential member are realistic

Consider alternate membership forms. Remember: District can help!

- Corporate memberships
- Young professional memberships
- Satellite club

Make sure Club Inductions are special events

If potential new member is NOT a good fit for your club, be sure to recommend another neighboring club that you think would be a better fit, and follow up to make sure s/he is able to connect with that club.

Best Practices to engage existing members:

- Ensure that all members are on a club committee (of their choice)
- Promote engagement, not attendance (if engaged, attendance will take care of itself)
- If a member’s involvement lags, phone/find out why
- Ensure that thank you notes/get well cards/sympathy cards are sent to members as appropriate (“Sunshine” committee).

Best practices when members leave the club

If leave for “external” reason (Job change, family move, illness, et cetera):

- Find club in member’s new community and make arrangements to transfer membership
- Thank member for all service and say that club will be waiting when s/he is ready to return

If leave for “internal” reason (finances, lack of interest, scheduling conflicts)

- Schedule “exit interview” to be sure know reason for leaving
- Suggest another club with better schedule/interests
- Suggest getting in touch with District Membership Chair with idea for online or passport club
- Thank member for past service and say that club will be waiting when s/he is ready to return

Updated 4/2019