



Engage: Member and Community Engagement

Building Connections That Inspire and Retain



"People don't join organizations; they join communities where they feel they belong." – Unknown

Rotary Catalyst Workshop



Cathleen Christensen

Rotary
District 6270



Rotary
District 6270



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SUSTAINABLE GROWTH MEANS:



STARTING AND
NURTURING
NEW CLUBS



EMBRACING A
CULTURE OF CARE

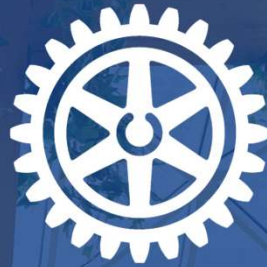


WELCOMING
NEW MEMBERS

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Rotary



Rotary clubs engage multiple generations of people who share the ideals of service, leadership, diversity, integrity, and friendship. They want to make connections while creating lasting change.

People join to:



Develop meaningful friendships



Serve their local community



Create professional connections

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Rotaract



Rotaract clubs appeal more to younger adults who want to develop service, professional, and leadership skills through a fun, inclusive network of like-minded people who are closer in age.

People join to:



Develop leadership skills



Serve their local community



Serve beyond their communities

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WHY MEMBERS LEAVE

1

CLUB ENVIRONMENT AND CULTURE

2

UNMET EXPECTATIONS

3

TIME AND FINANCIAL
OBLIGATIONS

4

PERSONAL CIRCUMSTANCES

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THE CLUB EXPERIENCE IS POSITIVE WHEN:

- Members have confidence in club leaders and direction of the club
- Members enjoy meetings
- Service opportunities make a difference
- Members are comfortable with one another
- Members develop meaningful friendships



LEAD TO SERVE

Make sure you ask about and understand their needs and how they'd like to be involved in your club.

Create a club environment that adds value to your members' lives.

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)



IMPROVE OUR MEETINGS

Now more than ever, we can connect with each other differently. We can offer more opportunities for people to attend our meetings, support their communities, and grow personally and professionally.

[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)



SERVE IN MEANINGFUL WAYS

Work with the community to assess what the needs are.

Together, determine what activities will lead to a meaningful and sustainable result.

**ROTARY.ORG/
PROJECTRESOURCES**





PRIORITIZE TIME FOR MEMBERS TO CONNECT

“The foundation upon which Rotary has been built is **friendship**, on no less firm foundation could it ever have stood.”

— Rotary founder Paul Harris

[ROTARY.ORG/BENEFITS](https://rotary.org/benefits)



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Why Engagement Matters

“To build a strong team, you must see someone else’s strength as a complement to your weakness and not a threat to your position.” – Christine Caine



The Foundation of a Thriving Club

- Boosts member retention and recruitment.
- Strengthens relationships within and outside the club.
- Creates a shared sense of purpose and belonging.
- Inspires pride and motivation to contribute.

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Fostering Personal Connections

“Connection is why we’re here; it is what gives purpose and meaning to our lives.” – Brené Brown

- Launch mentorship programs to guide new members.
- Organize small group activities to deepen relationships.
- Host informal social events to encourage camaraderie.
- Encourage members to share their stories and interests.

Building Bonds That Last



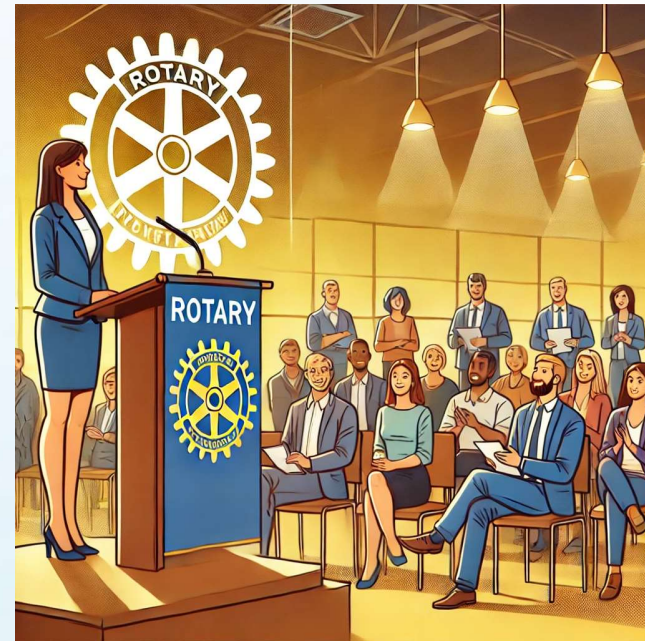
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Creating Vibrant Meetings

“The art of communication is the language of leadership.” – James Humes

- Incorporate interactive elements like group discussions or polls.
- Invite guest speakers to provide fresh perspectives.
- Spotlight members to celebrate their contributions.
- Keep meetings dynamic and focused on meaningful topics.

Energizing Members Every Time



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Engaging the Community

“The best way to find yourself is to lose yourself in the service of others.” – Mahatma Gandhi

- Host service projects that address local needs.
- Partner with community organizations for collaborative events.
- Use public image strategies to share your club’s mission.
- Invite the community to participate in your projects.

Connecting Through Service and Outreach



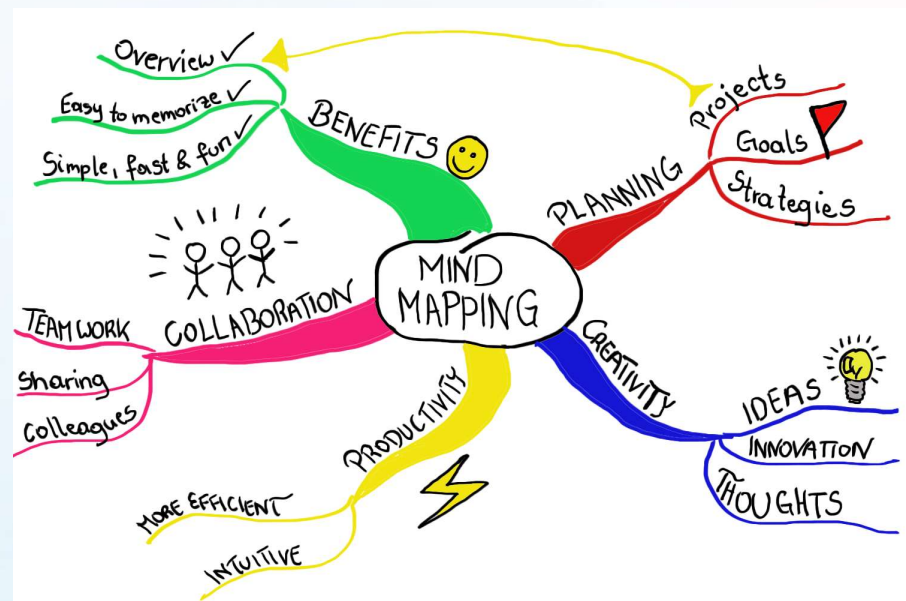
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Exercise 1: Brainstorming Club Connection Ideas

“Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved.” – Mattie Stepanek

- Identify areas where your club could strengthen member relationships.
- Brainstorm activities or initiatives to build camaraderie.
- Discuss ways to make members feel valued and included.

Enhancing Member Connections



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Exercise 2: Planning a Community Engagement Initiative

“Alone we can do so little; together we can do so much.” – Helen Keller

- Identify a community need or opportunity.
- Outline potential activities to address it.
- Define goals, target audience, and key resources.
- Develop a plan for execution and evaluation.

Creating Impactful Outreach Projects



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Recognizing and Celebrating Engagement

“Appreciation can make a day, even change a life. Your willingness to put it into words is all that is necessary.”
– Margaret Cousins

- Celebrate milestones and member achievements.
- Share success stories with the club and community.
- Use awards and recognition programs to show appreciation.
- Reinforce the impact of members’ contributions.

Inspiring Continued Participation



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Wrap-Up & Resources

“Coming together is a beginning, staying together is progress, and working together is success.” – Henry Ford

- Reflect on ways to enhance internal and external connections.
- Use resources provided for planning and executing initiatives.
- Focus on small, achievable steps to build momentum.
- Foster a culture of collaboration and inclusivity.

Tools to Strengthen Engagement



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THANK YOU

DEAR FRONT LINE WORKERS!

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THANK YOU

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