



Membership Presentation



**IMAGINE
ROTARY**



Membership Development

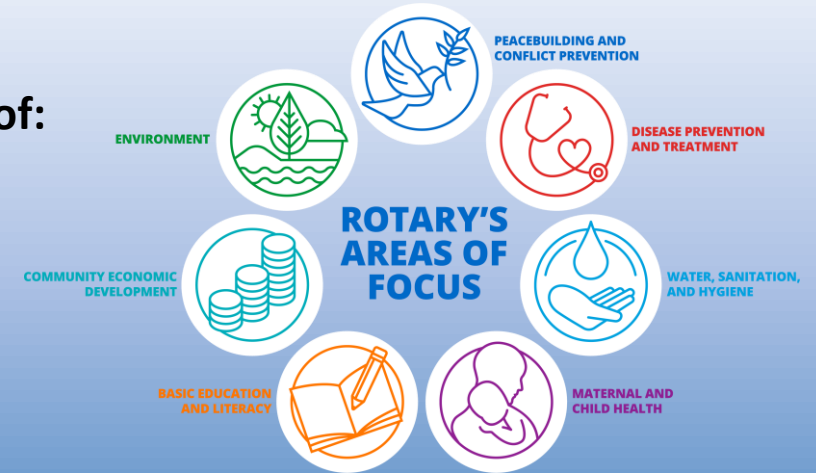
A Time to Think Outside the Box





What is Rotary?

- Rotary is a global network of 1.2+ million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves
 - **Our 35,000+ clubs work together to further the development of:**
 - **Peacebuilding and Conflict Prevention**
 - **Disease Prevention and Treatment**
 - **Water, Sanitation, and Hygiene**
 - **Maternal and Child Health**
 - **Basic Education and Literacy**
 - **Community Economic Development**
 - **Environment**
- We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.



Membership Lead Duties

RESPONSIBILITIES	
GENERAL	MEMBERSHIP COMMITTEE
Attend your district training assembly.	Attend your district membership seminar.
Working with the president-elect, select and prepare your committee members.	Use membership assessment tools to evaluate your club.
Create subcommittees as needed (e.g., new member recruitment, member engagement, new member orientation, mentoring).	Assemble a motivated and active committee of 5 to 15 members.
Meet regularly and plan activities.	Manage online membership leads on My Rotary.
Set committee goals to help achieve the club's goals, and monitor progress toward them.	Offer new member orientation.
Manage your committee's budget.	Emphasize the importance of attracting and engaging members as part of your club's strategic plan.
Work with your club's other committees and your district committee on multiclub activities or initiatives.	Use the diversity and classification assessments to analyze how well your club represents your community (including age, gender, and ethnicity).
Report committee activities and progress to the club president, board of directors, and the entire club.	Use the Club Membership Committee Checklist to ensure your club is identifying, introducing, inviting, and engaging members effectively.
Determine your club's expectations for your committee.	Track your progress toward club membership goals in Rotary Club Central.
	Work with the club board if you sponsor new clubs in the community.



ROTARY'S VISION STATEMENT

TOGETHER WE SEE A WORLD
PEOPLE UNITE AND TAKE ACTION
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO CREATE LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

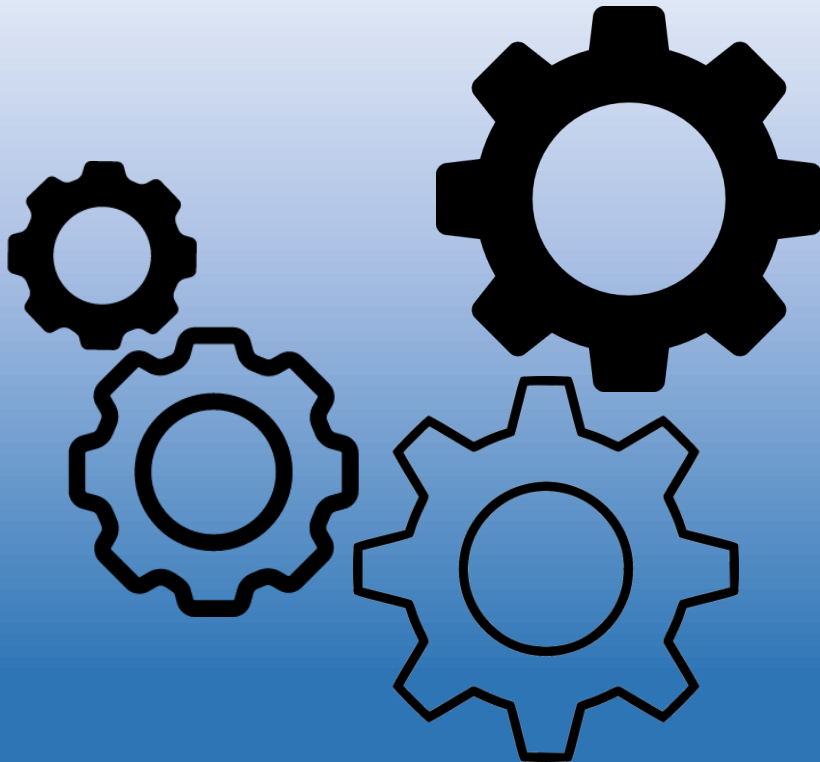
INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making



Membership Types

- Clubs have the freedom to offer different membership types that fall into either Active or Honorary:
 - Family / Partner
 - Corporate / non-profit
 - Associate
 - Young Professional
 - Senior Active
- Don't Forget Rotaract!





How to Keep and Grow your Membership

- Have activities, Projects, Programs, Meetings consistent with Rotary's ***Core Values***
- Keep ***Religion, Politics, and Biases*** out of your meetings
- Projects and programs need to be relevant, efficient, effective, ***Fun***, timely, fresh, and innovative
- Be ***Inclusive*** and ***Supportive***



Membership Satisfaction

-Needs to be a main component. Members need to be happy or at least satisfied on tangible issues like dues and meetings. Meeting place, time, day, food pricing, and dues etc. need to be evaluated and re-evaluated.
- Current meeting discussion issues may still include hybrid / in-person / Remote meetings
- Satellite / Purpose based Clubs can bring in more Members to Rotary
- Rotaract Clubs can be a spin off for growth

Target Market

Understand your target market.....
.....And don't waste their time.

- **Busy Professionals and leaders that reflect your community**
- **Families and/or Children in their 30's and 40's.**
- **Yes, take all the 20 through 50 year-olds (and Older) You can get and keep them**
- **Spouses / Partners**



Be Inviting and Inclusive

- Be *Attractive*.
- Be *Fun*.
- Be *Inviting*.
- Be *Lighthearted*.
- Is *Laughter* a part of your Meetings?
- Add a *Social Hour* after Projects.



Involve the Community

Involve these Groups in your Projects, Meetings, and Social Hours
(plus anyone else that wants to work with your Club)

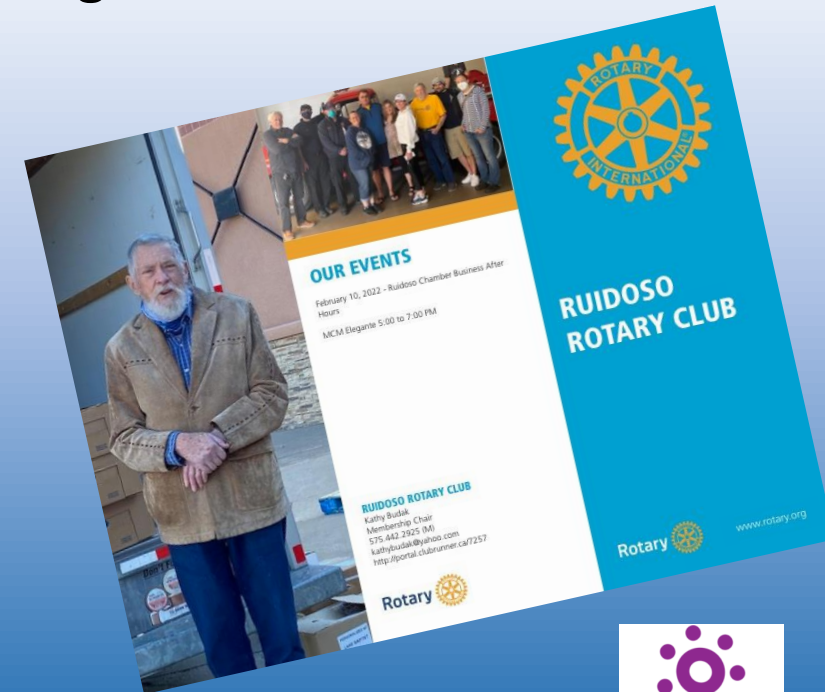
- **Community Members and Leaders from all walks of Life**
- **Spouses / Partners**
- **Friends**
- **Bosses and Co-workers**
- **Children, Neighbors, Relatives,**
- **Former Members**
- **Parents**
- **Guests / Visitors**
- **Prospective Members**

In a meaningful and inclusive manner



New Member Invitations

- Be Inviting. "Rotary is made up of local community and business leaders who participate in hands-on Projects making our local and global World a better place".
- Use your "Rotary Story" to draw in new members
- Rotary is open to all without regard to Race, Religion, Gender, Age or Political Affiliation...Perhaps even you?
- Your Invite should have:
 - Date, time and location for Rotary introductions
 - Some clubs have Cards to pass out to potential Members
 - Guests and First-time Visitors welcome.
 - Free to attend. RSVP not necessary, just stop by.
 - Call XXX-XXX-XXXX for more info / club Website Page URL (www.yourclub.xxx)





Membership Club Events

- Have ***Cool, Fun*** Prominent Events
- Involve Food....Chili, Wine, Beer, Oysters, Crabs, BBQ, Ice Cream (Yum)
- Team up with one or more local non-profits as a Partner but keep the main billing for your Club
- Team with other Clubs nearby (a little competition is a good thing)

District and RI Resources

- Make sure you get into ClubRunner and learn it well
- Work to become a ***Vibrant Club*** so more potential Members will be attracted to your Efforts and Projects
- Take advantage of the ***Tutorials*** on the RI Site, the Zone 26 / 27 Site and of course the www.Rotary5520.org site
- Follow up on the ***Membership Leads*** that come from the District
- Remember to add and report all New Members to ***ClubRunner***
- Meet, know, and utilize your ***Assistant and Lieutenant Governors*** at the District level. They have been in your position and have great Ideas and Knowledge

Rotary is about Service

- "Invite to the Mission", not the Meeting
- It is a much more powerful first impression for a visitor to be invited to a hands-on Project.
- Keep the Projects coming so you have numerous ***Opportunities*** to gain new Members (and to retain Current Members)

“The Ask.”

Now that we’ve discussed Rotary and why we’re Rotarians, we come to “The Ask”

Jennifer Jones, 2022-2023 Rotary International President wants all Rotarians to imagine a world where all Rotarians personally know the power of service and become engaged. This is when you truly “Get Rotary”. We must engage our members. This should be your mantra this year as Membership Committee Chair (or any other leader in your Club)

We have been given a great gift in Rotary. Ask those in your Community who are looking to serve to come and join us in our quest to ***Serve Others***.



How can you help?

- With your friends, start with “**The Ask.**” Have your ***Rotary Story*** ready when the opportunity presents itself.
- Wear your Rotary pin daily.
- Think about those members who can’t meet when the regular club meets or prefers to meet virtually. Is a satellite club a way to engage those potential members?

Rotary is all about “**Service**” - Make it so!

Spread the Word. Live Rotary and make a Difference. “Get Rotary”

Other Ways to Grow Rotary



Satellite Clubs



Most clubs have members or potential members who either can't meet at the regular time or can't afford meals.

Satellite Clubs offer a remedy for this problem

1. Fees are usually reduced because there are usually no meals.
2. Meeting times and locations are flexible. Satellite Clubs can have as few as two meeting a month.
3. Only 8 members are needed to form this type of club
4. Members are also members of the sponsoring club. They are encouraged to work together on service projects.
5. Satellite Clubs are the quickest way to grow a club.

INFO: [guide_satellite_clubs_en.pdf](#)

CLUB MODEL: Finally, determine the approach or elements your club will offer. You can choose a model below or design your own.

Club model	Description	Appeals to
Traditional	The traditional club experience includes having a meal, hosting a speaker, and practicing traditions that members value; traditional clubs often have higher dues because of venue and meal costs Read about a successful traditional club.	People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community
Passport	A club that allows members to attend other club meetings frequently as long as they attend a specified number of its own meetings each year Read about a successful passport club.	People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people Learn more in the Guide to Passport Clubs .
Corporate	A club whose members (or most of them) work for the same employer Read about a successful corporate club.	Employees of one organization who want to do good in their community
Cause-based	A club whose members are passionate about a particular cause and focus their service efforts in that area Read about a successful cause-based club.	People who want to connect with others while addressing a particular set of problems
Alumni-based	A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians Read about a successful alumni-based club.	People who have participated in Rotary
Interest-based	A club that focuses on a particular interest or hobby Read about a successful interest-based club.	People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members
International	A club whose members are expatriates or who speak a common language other than the primary language of their district, or an online club whose members are from different countries Read about a successful international club.	Expatriates who want to connect with each other using a common language, or those who want to connect with people from all over the world or want other international experiences from their club meetings



Rotaract Clubs

Why Rotaract?

- Rotaract is open to all ages
- *Is for* people who want to serve their communities, develop leadership skills, and have fun through service.
- The Club is sponsored by a Rotary Club and often works with that club on projects.
- There are five kinds of Clubs:
 - Community Based Clubs
 - University Based Clubs
 - Blended Club with Community and University Members
 - Project Based Clubs
 - Purpose, Company, or Industry based clubs
- Rotaract members are full Rotarians
- They the same rights and privileges as regular Rotarians

INFO: [Four questions about starting Rotaract club in a community | Rotary International](#)





Questions?





Contact Info

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Please Contact me Anytime

**We need District
Membership Team Members!
Call me for info**