



JAN. 2024 MEMBERSHIP WORKSHOP

DISTRICT 5340

**We Are ALL
Responsible for
Membership!**

DISTRICT LEADERSHIP TEAM

We are here to help support the District
and your club's growth and success.....

- Don Fipps, District Governor 2023-2024
(RC of Del Mar)
- Dianne Crawford, District Governor Elect
(RC of Southeast San Diego)
- Luis R. Carranza, District Governor Nominee
(RC of Rancho Santa Fe)
- Ranjan Lahiri, District Membership Chair
(RC of La Jolla Golden Triangle)

STATE OF THE DISTRICT

- Current Number of Clubs: 66
 - 58 Rotary Clubs
 - 6 Rotaract Clubs
 - 2 Satellite Clubs
- Current Number of Members: 2,766
- Overall we are seeing a decline in new members due to people leaving Rotary and a decline in new members.

CLUB SPOTLIGHT

- Top five clubs in terms of percentage growth since the start of the Rotary year:
 - Mission Valley Evening - 53%
 - Rancho Santa Fe - 27%
 - Vista - 14%
 - Coronado Binacional - 11%
 - San Diego - Paradise Valley - 10%

WHY DO MEMBERS STAY?

- Club's positive impact on their communities
- Friendship and fellowship
- Learning new things from speakers
- Interesting discussion topics
- Hybrid meetings that allow clubs to host different speakers and allow members who have difficulty attending to participate
- Participation in projects and grants
- Contribution through volunteering and/or donations

WHY DO MEMBERS LEAVE?

- Club's lack of impact
- Cost and time commitments
- Uninteresting guest speakers
- Lack of communication or response from club leaders
- Personal circumstances
- Conflicts within club/cliques
- Rituals or unnecessary formalities

WHAT SUPPORT DOES ROTARY OFFER CLUBS?

- Membership Leads
 - <https://www.rotary.org/en/get-involved/join>
 - Potential members can click and RI will connect them with a club
 - Important to contact leads in a timely manner
 - Keep the lead database updated so RI can track how leads are processed
- Zone Coordinators
- District Governor, District Leadership Team, and District Membership Committee
- Area Governors

WHAT SUPPORT DOES RI OFFER CLUBS?

- **RI Learning Center**

- Provides information on Rotary's projects and how the Rotary organization works, videos and training modules for members and club leaders (<https://my.rotary.org/en/learning-reference>)

- **District 5340 website**

- Contains additional resources and tools for membership teams; contains links to RI Learning Center and Zone membership materials (<https://www.rotary5340.org/sitepage/membership-team-resources>)

LEARNING CENTER

Course Catalogs



Course Catalogs

Courses by Topic

About Rotary

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Club Leadership

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District Leadership

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General

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Membership

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 Membership

CATEGORIES

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11 items in Membership




Best Practices for Engaging Members

ENROLLED

EN | 45m 00s ★ 5.0


E-Learning



Club Membership Committee Basics

11 courses | 5h 30m


Learning Plan



Creating an Inclusive Club Culture

EN | 15m 00s ★ 5.0

E-Learning




District Membership Committee Intermediate

ENROLLED

5 courses | 2h 15m


Learning Plan



Diversify Your Club

EN | 45m 00s ★ 5.0

E-Learning




Is Your Club Healthy?

ENROLLED

EN | 1h 00m ★ 5.0


E-Learning



Membership

8 courses | 5h 00m

Learning Plan




Nurturing New Clubs

ENROLLED

EN | 15m 00s ★ 5.0

E-Learning




Online Membership Leads

ENROLLED

EN | 30m 00s ★ 5.0

E-Learning




Starting a Club

ENROLLED

EN | 15m 00s ★ 5.0

E-Learning



Strategies for Attracting New Members

EN | 1h 15m ★ 5.0

E-Learning

DISTRICT 5340 MEMBERSHIP INFO



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WELCOME

MEMBERSHIP TEAM RESOURCES

[Welcome](#)

[2019 Membership Seminar Presentation](#)

[Membership Recruiting: 2019 DTA Presentation](#)

Files

[Strengthening Your Membership](#)

[Membership Resource Guide](#)

[Learning Center Courses](#)

[Your Membership Plan Worksheet](#)

[Why Rotary - What Our Members Receive](#)

[Club Models Matrix](#)

Links

[RI Learning Center](#)

[Rotary International Membership Resources](#)

[Rotary Zone 25/26 Membership](#)

MEMBERSHIP RESOURCES

Membership Resource Guide - Zones 25/26

Download this document for a list of all of the latest Membership tools, resources, webinars and more. Includes hyperlinks.

Category: Membership

Audience: Club & District Leadership, Membership Committees, Secretaries, Assistant Governors

Strengthening Your Membership

This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.

Category: Membership Retention/Recruiting/ Development

Audience: Club presidents, Membership Committees

Introducing New Members to Rotary

Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time.

Category: Membership Retention / Development

Audience: Club Leadership

Be A Vibrant Club

A quick guide for clubs with strategies for enhancing your club's structure, activities and even culture.

Category: Club Planning

Audience: Club leadership

Connect for Good

Eight-page guide shows how to get involved and connect with Rotary. Provides an updated overview on Rotary for all



What Can We Do To Grow Rotary?

ENHANCE THE MEMBERSHIP EXPERIENCE AND RETAIN MEMBERS

- Providing friendship, connection, and mentorship to new and existing members
 - Mentorship programs (formal or informal)
 - Orientations (now easier to do in person rather than via zoom)
- Reminding all members about the different opportunities that Rotary offers them
 - Club/District Leadership Roles
 - Rotary Fellowships (<https://www.rotary.org/en/our-programs/more-fellowships>)
 - Rotary Action Groups (<https://my.rotary.org/en/take-action/empower-leaders/rotary-action-groups>)
 - Rotary Cadre of Technical Advisers (<https://my.rotary.org/en/take-action/apply-grants/cadre-technical-advisers>)
- **Membership is a choice; make the choice worthwhile.**

DEVELOP YOUR PITCH

- How can you connect with a potential member?
- How will membership in your club add value to their life?
 - Personal growth?
 - Personal and Professional Relationships?
 - Leadership development?
 - Community Service?
- How can you tell someone about your Rotary story?

FROM IDEAS TO ACTION

- What is your club's long-term vision for growth and membership?
- What do you need to do to achieve your goals?
- What systems can you put in place to achieve your goals?

BREAKOUT SESSION

- How can your club attract new members?
- How can your club improve the club experience for existing members?
- What is one thing your club could do in the next six months to improve membership?



BREAKOUT SESSION DEBRIEF



Thank You for Your Service to Rotary!