

Midwest PETS 2023

**PRESIDENTS-ELECT
TRAINING SEMINAR –
DISTRICT BREAKOUT #3**

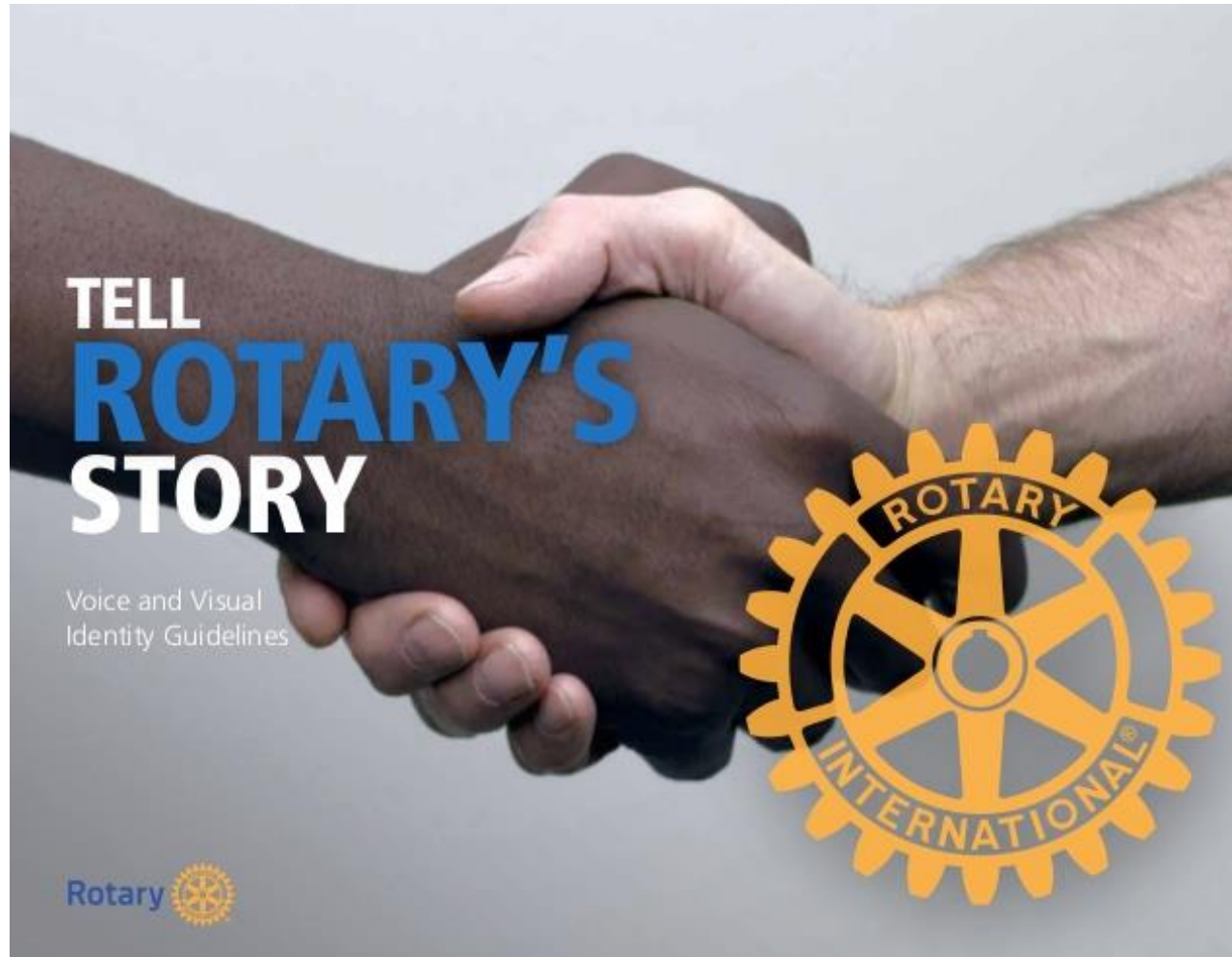


**CREATE HOPE
in the WORLD**

Agenda

- Public Image – Melissa McCormick (Rockton/Roscoe) – District 6420 Public Image Chair and District Governor Nominee Designate
- Membership – David Bills (River Cities) – District 6420 Membership Chair
- Rotary Youth Leadership Awards (RYLA) – Beth Costa (Belvidere) – District 6420 RYLA Executive Director

Public Image



Membership

THE WORLD
NEEDS MORE
#ROTARIANS



Membership and District 6420

- District Membership Chair – David Bills (River Cities)
 - Assistant Chair - Alan Przysucha (Twin Cities)
 - Bobbie Burke (Rockton/Roscoe)
 - Andrea Crawford (River Cities)
 - Karre Cromwell (Loves Park)
 - Mary Fislar (Rock Island)
 - David Head (Oregon)



Rotary Club Health Check (3-ring binder)



ROTARY CLUB
HEALTH CHECK

- One strategy for becoming a healthier, more vibrant club
- Complete annually
- Survey covers
 - Your Club Experience
 - Service and socials
 - Members
 - Image
 - Business and operations
- Suggests remedies for problem areas

Membership LEADS (3-ring binder)

- A way to connect with prospective members
- Act on leads you get from the District
- Report back on outcome

CONNECT TO MEMBERSHIP LEADS



Membership leads route prospective members to you to help you grow your membership. By signing in to your My Rotary account, you can see a list of your prospective, referred, and relocating or returning members all in one place! It's one way we're helping clubs connect with prospective members in their community who want to create positive change.

A PROSPECTIVE MEMBER'S PATH TO MEMBERSHIP



PROSPECTIVE MEMBERS

Rotary processes tens of thousands of membership leads from people around the world who are interested in joining Rotary. These potential members are all around you — they might be Rotary alumni who moved to your area or someone who heard about Rotary in the news or saw your club's billboard.



RELOCATING MEMBERS

Is one of your members relocating or looking to change clubs because of schedule conflicts or other obligations? Keep them active in Rotary by helping them **rejoin or find a new club**. And be sure to check your leads for members who are moving to your area or looking for a new club to join.



REFERRED MEMBERS

Do you know someone who would make a great Rotarian but isn't in your area or can't meet when your club meets? **Refer a member** and we'll help them find a Rotary club that works for them. By referring qualified candidates to another club — and acting on referrals to your club — you help strengthen Rotary's ability to do good in the world.



District Membership Initiatives for 2023-2024

1. Encourage all clubs to appoint a Membership Chair and Membership Committee.
2. Provide training for Membership Chairs and Committee Members focusing on retention and new member attraction.
3. Encourage all clubs to develop a membership that reflects their community's demographics.
4. Encourage all clubs to help make each member feel valued, respected, and fully engaged in the club.
5. Encourage all clubs to provide opportunities for new and younger members to lead and serve.



District Membership Initiatives for 2023-2024

6. Encourage all clubs to institute a formal New Member Orientation program and/or a New Member Mentor program.
7. Encourage each club's leadership to listen to what new members want out of their Rotary membership.
8. Encourage each club's leadership to provide a welcoming atmosphere for an inclusive membership.

* **Note:** Goals for the District Membership Committee are found in the District's Strategic Plan. They will be updated in June 2023 for the 2023-2024 Rotary year.

Rotary Youth Leadership Awards (RYLA)



QUESTIONS