



MEMBERSHIP DEVELOPMENT

To: Rotary club presidents-elect

CC: 2024-25 district governors, district membership chairs, club membership chairs and Rotary coordinators

Dear club president-elect,

In the past few years, our world has faced unprecedented challenges, but as Rotary members, our commitment to improving lives in communities both near and far hasn't wavered. As Rotary's director of membership, I want you to have the support and resources you need as you prepare for your new role. Here are three quick steps you can take right away:

1. **Register for a My Rotary account.** My Rotary gives you a customized member experience and easy access to a range of tools, club information, and the latest news and announcements from around the Rotary world. Learn how to [create a My Rotary account](#). Encourage your leadership team to register for My Rotary accounts as well.
2. As a club president, you'll have a lot to do. **Choose a [club membership chair](#)** who can help you make membership a top priority and will work to attract new members and engage current ones.
3. **Work with** your current club officers to [report new officers](#) in My Rotary.

Stay tuned for ways to prioritize a meaningful club experience for your members.

I wish you success and want to thank you for leading your club this coming Rotary year.

Sincerely,

Brian King

Director of Membership Development

Rotary International