**We encourage you to visit “My Rotary”to get access to these links**

 (Hint: you need to sign into My Rotary to get access to these links)

Go to My Rotary and login: [**https://my.rotary.org/en/**](https://my.rotary.org/en/%20)

In the title Bar select **“Knowledge and Resources”,**

 then select **“Membership Materials”.**

There is a significant library of articles and assessment forms. Have a look through. There is a lot of knowledge in this section.

**We recommend, at a minimum, the following:**

* **Assess and Adapt:**
	+ Club Health Check
	+ Membership Assessment Tools
	+ [Enhancing the Club Experience](https://my-cms.rotary.org/en/document/enhancing-club-experience-member-satisfaction-survey) (Member Satisfaction Survey)
* **Create an Inclusive Club Culture**
	+ Diversify Your Club
* **Strengthen Your Club:**
	+ Strengthening Your Membership (Creating Your Membership Plan)
	+ Club Flexibility

**Summary: Club President as an Advocate for Membership**

The president plays a pivotal leadership role in planning for and encouraging a membership focus through all aspects of the club. Although it is important to choose a numerical citation goal, it is more significant to lead a membership club focus that results in more community members anxious to become Rotary members. Be visible in the community and post all events on social media while building your following. Choose projects that speak to community members because they are specific, relevant, and fun. Plan for the care of potential, new, and existing members so all feel collectively cared for. People will want to join in the meaningful fellowship of Rotary.