**2023-2024 Presidents Elect Training Seminar Membership**

 **Speaker Notes**

 **Welcome & Brief Introduction of Ourselves**

***Introduction***

***Membership is everyone’s job! Club presidents play a pivotal role in planning for and encouraging a membership focus through all aspects of the club. It is important to choose a numerical citation goal, but it is more significant to lead a membership club focus that results in more community members anxious to become Rotary members.***

*For the last 2 years, a survey has been conducted among presidents whose membership grew.*

The results continue, yet again, to identify 5 key attributes.

 **1.Leadership**

 **2.Clear Membership Goals and a Plan**

 **3. Active, Intentional Member Engagement**

 **4. Active in their Community, Many Events and Service Projects**

 **5. Visibility in the Community &Strong Public Image**

 *These are provided for you on the sheets on the table.*

**5/6 minutes** *Let’s brainstorm some ideas around these attributes:*

 **1/2. Leadership &Membership Goals**

 *What do you see as your role in improving membership?*

 *Have you considered membership goals?*

 *How do you plan to get there?*

 ***Points to highlight****: Membership goals entered in citation.*

 *Goals shared with club! Club input into goals?*

 *Point person for membership (Chair, Director)*

 *A well-run club – UNIQUE! Reflects community (DEI)*

 *Analyzing & understanding membership (attraction/attrition)*

 *RI Leads & District Leads (Join Button)*

 *AG can be a valuable resource -D7070 Org chart, contact Membership*

 *Great information – My Rotary – Learning Centre (sheet)*

 *Spotlighting club members (upcoming Newsletter)*

 **3/4**. **Active, Intentional Member Engagement &Community Activity**

 **5/6 minutes** *How will you involve all members? Do you know why newer members*

joined?

 *Do you have a plan for the upcoming year? Do you have a special focus?*

 *(Local? International)*

 ***Points to highlight:*** *Events? Projects that will engage ALL (seasoned, newer)*

 *Many local community projects (What are the needs in your*

 *community? Develop creative ways to solve them)*

 *Always* ***l****istening to all ideas for consideration*

 *Rotary Magazine – great articles & ideas*

 *Fellowship & fun are key!*

 **5.Visibility in the Community & Strong Public Image**

*How are you using your social media channels to let the community*

 *know what you are doing?*

 ***Points to highlight****: Importance of being visible!!!*

 ***Swag****: Rotary clothes, vests, pins, car decals/signage*

 **Summary: *Remember – Leadership is pivotal in planning for and encouraging a membership focus through all aspects of your club – engagement & fun for all.***

**Q & A**