**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**