



# District Membership Chair Incentive Program

## Membership Growth Activities Eligible for \$500 Reimbursement

- New club information sessions for community—DMC hosts and uses funding for venue costs, catering, etc.
- District-wide, multi-club, or targeted club prospective member event that could include a service project component.
- New member orientation materials from your district that connect new club members to larger Rotary district and global network.
- Create and implement a robust social media campaign across district channels: i.e., social media plan for International Women's Day; ads for new club development; drive communities to [Rotary.org/join](https://rotary.org/join); etc.
- "Professionalize" social media: hire a photographer for a multi-club or district event or project to produce better images for a social media campaign.
- "Discover Rotary" hour/information session for prospective members.
- Plan a District-wide service project that acts as both an engagement opportunity for clubs and current members to connect and be a prospective member event and good Public Image.
- Host club charter celebrations and invite area businesses and organizations.
- Plan efforts to build relationships with prospective and new members.
- Take prospective members to lunch or coffee.
- Plan events such as informational meetings, service projects, or social functions that engage diverse groups of prospective members, including young professionals, women, and people in underrepresented professions.
- Plan gatherings to get acquainted with and engage prospective members who have asked about membership through Rotary Leads.
- Purchase software and/or equipment to allow district leaders to host virtual meetings and events.
- Plan Districtwide orientation and engagement opportunities for new members.
- Plan efforts to improve our public image and raise awareness of Rotary.
- Update brochures so they reflect Rotary's brand and invite community members to join service projects.
- Update displays so they reflect Rotary's brand and invite community members to join service projects.
- Pay for social media or other ads that use materials or templates from the Brand Center on My Rotary; work with your district public image chair to create these.
- Purchase Rotary-branded materials (a tablecloth, retractable banner, flyer display rack, etc.) to use at public events.
- Plan efforts to develop and support new Rotary and Rotaract clubs.
- Plan informational meetings that help communities learn about their Rotary and Rotaract clubs.
- Plan informational meetings in communities where no clubs exist.
- Plan club charter celebrations that engage the larger community.
- Plan organizational meetings for new clubs.