

# MEMBERSHIP ROADMAP

## CATEGORY 1: TEAM MAKE-UP

1. Have a District Membership Team made up of at least five members, with subcommittees including attraction, engagement, leads, new club development, and Rotaract
2. Establish Membership Team goals that are clear and measurable and set in Rotary Club Central
3. Include your Membership Team, resources, and engagement activities on the district website (TIP: post larger initiatives to Rotary Showcase and/or "Rotary Best Practices" or "Rotary Voices" to share with others!)
4. Develop a succession plan for Membership Team members to ensure continuity
5. Deliver District Membership Team presentations to clubs regarding important membership topics
6. Other significant and innovative district team make-up related initiatives that are in the overall District Membership Plan

## CATEGORY 2: TRAINING/COMMUNICATION

1. Assist clubs with adding their Club Membership Chair into MyRotary
2. Conduct one or more District Membership Training Seminars or Workshops
3. Encourage Rotary and Rotaract clubs to have a member complete at least one Membership related course on Rotary's Learning Center
4. Ensure the Membership team leader, or a significant Team Member attends the Membership training session at the 2023 Zone Institute in Evanston, IL, October 18-22 or the 2023 Rotary Multidistrict Training Institute in Pflugerville, Tx, August 4-6
5. Provide regular progress updates so club leaders know where they stand in relation to their membership goals
6. Other significant and innovative training/communication related initiatives that are in the overall District Membership Plan

## CATEGORY 3: MEMBER ENGAGEMENT

1. Identify and nurture negative growth clubs using resources available on MyRotary and Rotary Club Central
2. Work with club leaders to motivate and inspire them to aim high with their membership goals
3. Work with Club Membership Chairs as they develop and implement activities that will have a direct impact on membership and struggling clubs
4. Work with your Rotary and Rotaract clubs to implement assessments (surveys) of all club members to help clubs determine the needs of its members
5. Reduce the number of members leaving within their first year of membership by addressing club needs and culture
6. Create Rotary and Rotaract club member engagement activities that contribute to the comfort, care, and retention of volunteers
7. Other significant and innovative membership engagement related initiatives that are in the overall District Membership Plan

## CATEGORY 4: MEMBER ATTRACTION

1. Develop a specific District Membership plan with actionable steps to increase Rotary and Rotaract membership
2. Encourage Rotary and Rotaract club presidents to sponsor a new member into their club, or another club
3. Design and distribute to Rotary and Rotaract clubs a new member orientation program that can be implemented for all new members
4. Develop and implement a strategy to act on Rotary's Leads Program
5. Welcome all new members to the district with communication from the District Membership Team
6. Create a plan to celebrate new members and sponsors within the district and with the general public
7. Other significant and innovative member attraction related initiatives that are in the overall District Membership Plan

## CATEGORY 5: NEW CLUB DEVELOPMENT

1. Hold training sessions on innovative club formats and Rotaract clubs
2. Work with Zone Innovative Club Advocates and/or Assistant Rotary Coordinators to use the Grow Rotary Tool to identify locations that can support new clubs
3. Create a sustainable support plan for new Rotary and Rotaract clubs to help them thrive and retain members over the long term
4. Engage existing Rotary and Rotaract club members to champion and mentor new clubs that are inclusive and welcoming
5. Showcase new innovative clubs and demonstrate how new Rotary and Rotaract clubs can make your district more vibrant
6. Include other innovative new club initiatives, or other activities that are in the overall District Membership Plan

## CATEGORY 6: DIVERSITY, EQUITY, AND INCLUSION

1. Develop a specific plan with actionable steps to promote diversity, equity, and inclusion in our Rotary and Rotaract clubs
2. Help Rotary and Rotaract clubs create service projects that appeal to women
3. Help Rotary and Rotaract clubs create service projects that appeal to people under forty years of age
4. Support Rotary's commitment to diversity, equity, and inclusion by working with other district leaders to organize and conduct events that engage a diverse cross-section of members
5. Encourage clubs to make leadership roles more accessible and to invite more members into those roles
6. Other significant and innovative DEI related initiatives that are in the overall District membership Plan

## CATEGORY 7: OTHER

1. Use ideas and tips from Zone leadership for successful activities
2. Engage Rotary Alumni living in your district in Rotary and Rotaract club activities
3. Work with district's Rotary Foundation and Public Image teams to share powerful stories of Rotary service
4. Work with the Public Image team to feature activities that engage Rotary and Rotaract club members throughout the district
5. Take part in implementing a "One Summit" or Vibrant Club Workshop training with district Public Image, Polio Plus and Rotary Foundation teams to show the importance of all areas working together and the synergy that comes from those efforts
6. Other significant and innovative initiatives not included in other categories that are in the overall District Membership Plan

# MEMBERSHIP TOOLKIT



| Resource / Tool                          | Roadmap Category                        |
|--|---|
| District Strategy Meeting                | One, Two, Three, Four, Five, Six, Seven |
| DMC Monthly Meeting                      | One, Two, Three, Four, Five, Six, Seven |
| Membership Roadmap                       | One, Two, Three, Four, Five, Six, Seven |
| Monthly Membership Webinar               | One, Two, Three, Four, Five, Seven      |
| Weekly DMC Video Snippets                | One, Two, Three, Four, Five, Seven      |
| Grow Rotary Strategies                   | One, Three, Four, Five, Seven           |
| Membership Olympics                      | Two, Three, Four, Five                  |
| DMC Incentive Program                    | Two, Four                               |
| Struggling Clubs Toolkit                 | Three, Four                             |
| Membership Charts                        | Three, Four                             |
| Membership Status Reports                | Three, Four                             |
| Club Membership Goals Worksheets         | Three, Four                             |
| Membership Leads                         | Four                                    |
| Service Companion Clubs                  | Four                                    |
| Innovative Club Advocates                | Five                                    |
| New Club Formation Strategy              | Five                                    |
| Grow Rotary Tool Reports                 | Five                                    |
| Diversity, Equity, and Inclusion Toolkit | Six                                     |