

# Membership Development

## District 9510 Steps for Success Playbook



**As a Rotary leader you understand how important it is for your club to build leadership capability both within yourself and amongst your members.**

This **Steps for Success Playbook** is a best practice approach using a model for excellence to build leadership capability within clubs and to help ensure the member experience is a positive one.

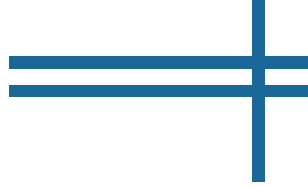
Each of these steps requires a broader strategic approach and plan to incorporate the principles within your club and should be based on your individual club conditions, your members, and your desired outcomes.

The aim is to bring the value of the member experience to the forefront of what we do as Rotarians, so that it becomes an integral part of our club culture and another element of ‘the way we do things around here’. Because that’s when the real magic happens.



*“Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.”*

# Environment



## Objective

The leadership and culture of your club defines the environment and contributes to the experience of your members. As a club you need to be clear on who you are – what your purpose is, your goals, your values, your beliefs.

What are the standards you have for yourselves and the expectations you have of each other?

It's important to understand that every **single member of the club is responsible for membership** and making people (including fellow members) feel welcome.

## Questions to ask yourself

Consider when someone visits your club for the first time and ask yourself the following questions;

- Do you give newcomers your full attention and make them feel special?
- How do current members treat each other, how does your club 'feel'?
- What behaviours and actions are on show, how do you talk to each other?
- What are the goals and achievements your club aims for, are they shared?
- Are club members clear on what's important and what you strive for?



## Action Tips for Success

1. Walk the talk – your actions and behaviours will define the culture of your club.
2. Create an information pack for newcomers which provides them with some basic information about the club and about Rotary.
3. Ensure someone is available to welcome them and introduce them to other members – and not just the first time they visit.
4. Lean in, be curious and ask questions – aim to learn more about what brought them to Rotary and what's important to them.
5. Be real, be authentic and then treat them as you would hope to be treated.



# Structure



## Objective

The structure is the basis for how your club operates. It's the way you do things – but it also needs to be organised and understood by all members (and not just in someone's head or understood by those in leadership roles)

**Internally** it's the ways of thinking and making decisions, **externally** it's the systems and processes within the club which guide how you do things.

Note: There's no right or wrong answers, however being clear on what you do and how you do it eases confusion and limits conflict.

## Questions to ask yourself

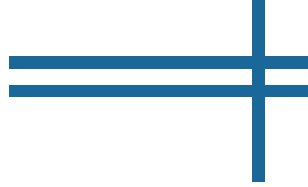
- How are new members managed – do you have a process for inviting them, following up with them, inducting them etc?
- How do you communicate – are the methods for communicating with members clear and understood, or are they ad hoc and somewhat reactive?
- How are decisions made – are they put to members for overall decision, or determined by the board or committees.
- What are the club criteria for choosing projects, dealing with challenges, exploring new ideas?



## Action Tips for Success

1. Document the way things are done in your club, from decision making and communicating to new member inductions and choosing projects.
2. It doesn't have to be complicated, simple is always best.
3. Consider how having simple structures in place can help emerging leaders step up to take on new roles in your club.
4. Explore where having more 'structure' might simplify the things you do in terms of;
  - Public image
  - Projects
  - Communication
  - Fundraising
  - Coordinating events

# Implementation



## Objective

Implementation is about what happens, how often it occurs, who does it, and when does it happen. It's about the action of doing.

When you have a great culture in your club, so people feel good about their place, and you have a structured way of doing things then the implementation and task of taking action within your club is simplified.

A strong club empowers their members and helps grow their knowledge and skills.

## Questions to ask yourself

Members are more engaged when they know what is expected of them and they know what to do and how to act.

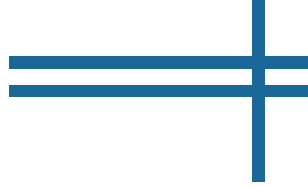
- Do you share what's expected and provide members with the necessary skills and knowledge, and if so, how do you do this?
- Do you spread the workload and involve everyone? (it shouldn't be that only a few members should be doing all the work or monopolising an activity)
- Most importantly in the doing – do you recognise your achievements and your successes and share them with your members and with the wider community?



## Action Tips for Success

1. Assess areas of your club where the challenges exist;
  - What needs to change
  - What needs to be expanded
  - What contributes to your success
2. Consider who can support individuals to grow and develop.
3. Use the multitude of resources available through the Learning Centre on [my.rotary.org](https://my.rotary.org)
4. Create a showcase of your wins and your successes on social media or in a handout to share with your existing members and your potential new members – show what you're doing with pride.

# People



## Objective

People are the heart and soul of Rotary, the causes they stand for, who they support and what they exist for. Everyone who chooses to become a member of Rotary does so for many varied and different reasons.

They may join Rotary to;

- give back to their community
- feel like they make a difference
- be part of something bigger
- contribute to a cause they're passionate about
- find somewhere to belong

## Questions to ask yourself

And there may be any one of a hundred different reasons why they may have joined or expressed interest in your club and the things you do.

Do you know:

- What's important to your members?
- What motivates them?
- What they're passionate about?
- Why they joined?

**Remember: people will go where they are needed and stay where they're appreciated**



## Action Tips for Success

1. Conduct a club health check or do a member survey
2. Get creative in the ways you recognise and appreciate your members.
  - Simply by saying thank you
  - Ask and value their opinion
  - Listen to them, but listen to understand
  - Be approachable and available
  - Help them understand how they can contribute
  - Highlight their successes
3. Walk in their shoes and understand where they're coming from and what's important for them.
4. Involve them



# Ideas to Consider

- ☑ There is no 'one size fits all' approach to club management or member engagement. Try different things, partner with other clubs, explore new ways of doing things. Don't sit unmoving and unchanging yet hoping things will change.
- ☑ Determine the most effective means of communication for your club and ensure it reaches and engages all individuals. This may mean having several different options.
- ☑ Provide a support structure to assist members to emotionally and practically engage and participate in club activities.
- ☑ The clearer you are on who your members are, what's most important to them and why they joined Rotary – then the better chance your club will have to meet their needs and retain them.
- ☑ Don't feel you need to have all the answers – reach out to your District and ask for help and support.
- ☑ Be innovative - try something new, if it doesn't work – accept it and move on, try something else.





## Action List



“You should never walk away from any training session without an action list of things you can implement straight away”







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