



MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on www.rotary.org by clicking on the hyperlink.. If you experience any trouble when downloading resources, please email membershipdevelopment@rotary.org.

| PUBLICATIONS | | |
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| Name | Description | Audience |
| Strengthening Your Membership | This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members. | Club presidents and membership committees, and district membership chairs |
| Starting a Rotary Club | This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond. | District governors |
| Introducing New Members to Rotary | Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time. | Club leadership |
| Be A Vibrant Club | A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture. | Club leadership |
| Connect for Good | Eight-page guide shows how to get involved and connect with Rotary. | Current members |
| Rotary Basics | This comprehensive guide to all things Rotary covers everything from how Rotary began to how you can optimize your membership experience. | New members |
| Impact Begins With You* | This prospective member brochure explains who we are and what sets us apart from other organizations. *Hard copies are available through shop.rotary.org until March 2020 [SKU 001] | Prospective members |

| LEARNING CENTER: ONLINE COURSES | | |
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| Name | Description | Audience |
| Leading Change | Learn the basics of change management, including how to succeed in leading change, how to assess people's readiness to make changes, how to plan for change, and how to respond to any resistance. | Rotary members |
| Rotary Basics | Meet members around the world, watch videos, deepen your understanding of Rotary, and test your Rotary knowledge in this course. While designed for new members, it's a good refresher for long-time members. | Rotary members |
| Club Membership Committee Basics | Learn more about your responsibilities in developing your club's strategic membership plan to attract and engage members. | Club membership committee members |
| Your Membership Plan | Create a step-by-step plan to strengthen your membership and keep your club vibrant and relevant. | Rotary members |
| Best Practices for Engaging Members | Is your club losing more members than it's gaining? It's time to get serious about engaging members. | Rotary members |

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| Kick-start Your New Member Orientation | Are new members leaving within a year or two? Learn how to better connect with them and help them get involved from the start. | Rotary members |
| Practicing Flexibility and Innovation | If you find that your club's rules are preventing members from getting the experience they want from Rotary, try changing them. | Rotary members |
| Building a Diverse Club | A diverse club reflects the make-up of its community, has a greater impact, and is more attractive to prospective members. | Rotary members |
| Online Membership Leads | What's all this talk about membership leads? This course will clear up the mystery behind these online leads. | Rotary members |
| Is Your Club Healthy? | Take this course to help your club stay valuable to your members and your community. | Rotary members |
| Strategies for Attracting New Members | Are guests of your club not interested in joining? Learn how to improve the club experience to make it attractive to visitors. | Rotary members |
| How to Use the Program Participants and Alumni Report Guide | Learn how to use the Program Participants and Alumni Report as a tool to identify club program speakers, service project volunteers, or prospective members. | District and zone leadership |

| TOOLS | | |
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| Name | Description | Audience |
| Membership Best Practices Discussion Group | This discussion group provides a forum for leaders at all levels to share best practices for recruiting, attracting, engaging, and retaining current and prospective members. | Rotary members |
| Rotary Club Health Check | This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas. | Club leaders |
| Membership Assessment Tools | Learn how to evaluate and improve your membership development plan with these tools, complete with sample surveys and information on organizing new clubs, recruiting and retaining members. | Current members |
| Customizable Rotary Club Brochure | In this template, clubs can upload their own photos, edit text, list dates of upcoming events, and share member testimonials. | Prospective members |
| How to Delegate Your Online Access | As a club or district officer, you can temporarily delegate your level of access in My Rotary to another member for assistance in managing Rotary business online. | Club and District leaders |

| RESOURCES | | |
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| Name | Description | Audience |
| Starting a Club webpage | Find information and resources about the process of starting a Rotary club | Rotary members |
| Guide to Corporate Membership | This guide describes the benefits of corporate membership and how to use it in your club. | Rotary members |
| Guide to Satellite Clubs | This guide describes the benefits of a satellite club and how to start one. | Rotary members |
| New! Guide to Passport Clubs | This guide includes information about how corporate membership works, the benefits it offers, and how clubs can get started. It also includes different models structures, a template that can be used when connecting with local businesses and organizations about this opportunity, and sample bylaws. | Rotary members |
| New! Rotary Club Models | Find examples of various club types linked, model descriptions, and their target demographics | Rotary members |

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| Club Membership Committee Checklist | Keep your membership committee on track with this checklist covering assessments, attraction, and engagement initiatives. | Rotary members |
| Engaging Young Professionals Toolkit | This online toolkit can help clubs connect with Young Professionals by first understanding them. Topics included are characteristics of your audience, your club's culture, ideas for outreach and engagement, and the long-term benefits of becoming a Rotarian. | Rotary members |
| Updated! State of Rotary's Membership power point | Understand the current State of Rotary's Membership: how we got here, who is joining, who is leaving – and the opportunities that exist to strengthen membership. | Rotary members |
| Club Flexibility web page | This web page offers ways clubs can implement the new flexible options Council decisions granted them. Includes links to frequently asked questions, governance documents, and start guides for alternative membership types, and flexible meeting formats. | Rotary members |
| “Discover Rotary” Power Point | Show this presentation at prospective member or other events to introduce Rotary to the public. It covers Rotary's values, history, and the benefits of membership. | Prospective members |
| Understanding Membership Reports: Getting Started | This guide lists each membership report available, explains the information it provides, and steps on how to find them. | Rotary members |
| Creating a Positive Experience for Prospective Members | Find tips and ideas for connecting with prospective members, and what you can do to ensure they have a positive experience. | Rotary members |
| Proposing New Members | Best practices for proposing new members to your club. | Rotary members |
| How to Manage Membership Leads (Clubs) | Step-by-step directions for using the Membership Leads database to track and manage member leads at the club level. | Club leaders |
| How to Manage Membership Leads (Districts) | Step-by-step directions for using the Membership Leads database to track and manage member leads at the district level. | District leaders |
| New Member Welcome Kit* | Welcome new members to your club with pre-packaged Rotary essentials: Connect for Good brochure, What's Rotary? card, RI/TRF Annual Report, and Proud Member window cling. *Hard copies are available through shop.rotary.org until March 2020 [SKU:426] | New members |
| Membership Minute e-newsletter | Bi-monthly Rotary stories and the latest membership development ideas, strategies, and resources. | Club and district leaders |
| Strategic Planning Guide | Use this guide and worksheet to help develop a vision, goals, and measurements for your strategic plan. | Club and district leaders |

| WEBINARS | | |
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| Name | Description | Audience |
| Courageous Leadership | Using stories of transformation from Rotary and in their professional careers, hear trainers Louisa Horne and Doug Logan outline strategy for clubs on creating a vibrant membership experience. One that is irresistible to both members and visitors. | Rotary members |
| Membership Models for the Future of Rotary | Associate and corporate memberships, passport, satellite, and hybrid clubs: these are just some of the innovative, flexible models that clubs have designed recently. Panelists on this webinar discuss the challenges, benefits, and lessons of designing a club experience that works for every member | Rotary members |

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| Building New Clubs Together | This webinar will be helpful if you believe that adding a new Rotary club in your community will broaden your capacity for service, think a satellite club may allow more prospective members to engage with Rotary, or want tips on how to charter a Rotaract club, or encourage Rotaractors to start their own clubs. | Rotary members |
| Hot, Warm, and Cold Leads: Engaging Your Prospective Members (Club Level) | Rotary volunteers and staff share best practices in communicating with prospective members, ensuring their Rotary experience is positive, and managing and admitting them through the Membership Leads platform. | Club leaders |
| First Impressions Matter webinar: The Membership Experience | Find out what happens when Rotarians use every interaction to engage, educate, and inspire fellow Rotarians and the community. Moderated by Jennifer Jones, Past Rotary Vice President. | Rotary members |
| How to Manage Membership Leads for District Leaders | This webinar shows district leaders how to effectively utilize the Membership Leads platform, provides best practices for encouraging clubs to take action with leads, and includes a Q&A section with attendees. | District leaders |
| Revitalize + Rethink Your Rotary Club: Crafting Your Member Experience | Learn ways your club can create an engaging and rewarding member experience by embracing new rules and flexibility options your members. | Rotary members |
| New! We Are Rotary: Advancing Women as Leaders | Less than 25 percent of Rotary's members around the world are women, and women are underrepresented in leadership positions at every level. Watch this presentation to learn the benefits of being a diverse, equitable, and inclusive organization and the barriers that women face when they consider leadership positions. | Rotary members |
| New! State of Membership Webinar | Rotary's members are our greatest assets! When our membership is strong, our clubs are more vibrant, and Rotary has greater visibility and our members have more resources to help communities flourish. Watch to see updates on how we got here, who's joining, who's leaving, and opportunities for us to all make membership a top priority. | Rotary members |

| TRAINING MANUALS & DOCUMENTS | | |
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| Name | Description | Audience |
| District Membership Seminar Leader's Guide | This guide provides you with speaking points, PowerPoint templates, and exercises to ensure your attendees participate and are engaged in each breakout session for club leaders or members. | District leaders |
| District Membership Committee Terms & Responsibilities | This sheet explains the district membership committee's purpose, chair appointment, qualifications, duties, and responsibilities. | District leaders |
| Lead Your District: Committee Chair | Use this manual to set up and run an effective district committee | District leaders |

**Questions? Please contact Regional Membership Officer for Zones 29 and 25B
Emily Tucker |Emily.Tucker@rotary.org| +1-847-866-3258**