

Rotary District of Central Texas 5870



ROTARY:
MAKING A
DIFFERENCE

Membership

Rotary District of Central Texas 5870- Membership



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**District Membership Seminar
September 23, 2017**



Membership Chair Overview

- ❖ Responsibilities
- ❖ Membership Resources
- ❖ Retention of Members
- ❖ Setting Membership Goals



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Membership Chair Responsibilities

RESPONSIBILITIES	
ALL COMMITTEES	YOUR COMMITTEE
Attend your district training assembly	Educate club members on how to attract new members and keep them involved
Working with the president-elect, select and prepare your committee members	Conduct classification surveys
Create subcommittees as needed (for example, for identifying potential new members, member engagement, new member orientation, mentoring)	Look at your club's meetings, projects, and other activities and assess what it offers new members
Meet regularly and plan activities	Develop a membership action plan to improve member satisfaction
Set committee goals to help achieve the club's goals for the year and monitor progress toward them	Conduct club assessments to ensure that membership development and retention efforts succeed
Manage your committee's budget	Sponsor newly organized clubs in your district, if you choose to
Work with your club's other committees and your district committee on multiclub activities or initiatives	
Report committee activities and progress to the club president, board of directors, and the full club	
Determine what else your club expects your committee to do	



Make a Membership Plan

- ❖ Understand your Club Dynamic
 - ❖ Survey your members
 - ❖ Improvements
 - ❖ Attendance obstacles
 - ❖ Preference on speakers
 - ❖ Types of community involvement
 - ❖ Non-Meeting social events
 - ❖ Club involvement interests
- ❖ Use feedback to implement changes in club
- ❖ Form a committee
- ❖ Membership Resources on My Rotary



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Membership Resources – My Rotary

- Please make sure you have an account on Rotary.org!
- Membership Resources Page - <https://my.rotary.org/en/learning-reference/learn-topic/membership>
- Membership Survey Samples
 - You can create a FREE account and create your own survey on www.surveymonkey.com.
 - Example Survey: <https://www.surveymonkey.com/r/K3G3NYH>
 - This survey is found on the Rotary Membership Services page and can be printed out and given to your members:
 - <https://my.rotary.org/en/document/enhancing-club-experience-member-satisfaction-survey>



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Membership - Club Flexibility

The 2016 Council on Legislation voted to give Rotary clubs more flexibility than they've ever had. The changes in policy affect when, where, and how clubs meet and the types of membership they offer.

<https://my.rotary.org/en/learning-reference/policies-procedures/councils>

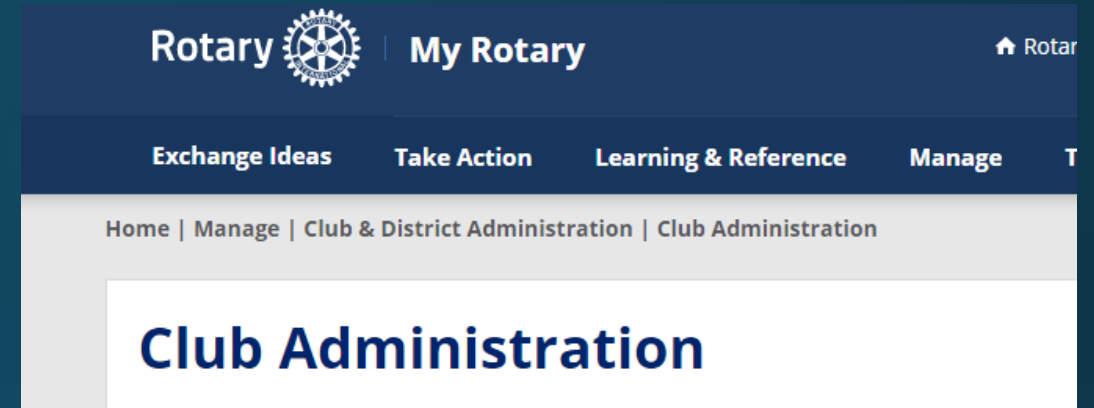
- Change your meeting schedule
- Vary your meeting format
- Relax attendance requirements
- Offer multiple membership types
- Invite Rotaractors to be members of your club



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Membership Leads

1. Go to Rotary.org and log into My Rotary
2. Click on the Manage tab on the top of the page once logged in
3. Select Club Administration under the Manage tab
4. Once on the Club Administration page, scroll down and select View or Manage Leads. You will be able to see the lead I sent you and disposition it once you have reached out.



Club & Member Data

☆ **Update Member Data**
Report membership changes within 30 days, no later than 1 January or 1 July, so that your invoice reflects the latest information. Record new member sponsors so they can be contacted for more information.
[Add, edit, or remove members](#) | [Add, edit, remove club officers](#) | [Record a new member sponsor](#)

☆ **Update Club Data**
Provide club contact information and choose club management providers.
[Update meeting details](#) | [Update mailing address and contact information](#) | [Designate a club management vendor](#)

☆ **Manage Membership Leads**
Review your online membership leads for prospective, referred, and relocating members. Then assign and track your candidates through the membership process to completion.
[View or manage leads](#) | [About the membership leads program](#)

Membership Leads

Manage Membership Leads

View and manage your membership leads, including prospective, referred, and former or current members who are rejoining or changing clubs. It's an effective way to keep clubs and districts informed about the progress of your candidates.

You are viewing membership leads for the **Rotary Club of Austin Cosmopolitan**.

[Active and historical membership leads report](#)

Show leads by:

Prospect type

Any

Status

Any

FILTER

Submission date	Prospect type	Candidate	Current status
13-Mar-2017	Prospective member	Michael	District assigned candidate to club
			Manage status

Membership Leads

First name

Michael

Club meeting location

Round Rock, TX, United States

Member id

[REDACTED]

Last name

[REDACTED]

Email

Personal

[REDACTED]

Phone

Mobile

[REDACTED]

United States

Profession

Credit Analyst

Employer name

Wells Fargo

Age range

30-39

Membership Leads

- Don't forget to update the current status when you are assigned a lead!



Current status
District assigned candidate to club

Feedback

[Edit](#)

Change status *

- Select -

Feedback

250 characters remaining

[SUBMIT](#)

Status History

Date	Status	District/Club	Feedback
6-Apr-2017	District assigned candidate to club	Austin Cosmopolitan	Michael lives in Round Rock but works Downtown. His friends told him about Austin Cosmopolitan. He visited the club on 3 ... more
23-Mar-2017	District contacted candidate		Spoke to Michael on 3/22/17 and he wants to visit both Round Rock clubs. I emailed both club presidents to introduce him and he is ... more
14-Mar-2017	District contacted candidate		Reached out to Michael to see what his preferences were for time of meeting in RR. - Monique

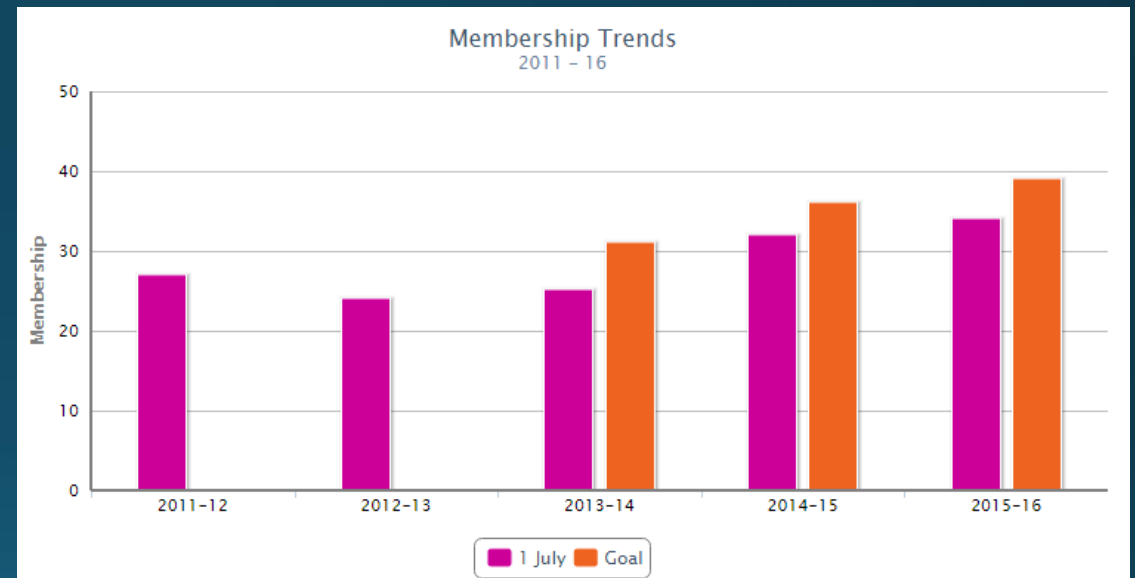


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Membership Goals

- District 5870 Goals
 - Net 1 new member per club
- Set your club goals
 - Collaborate with President
 - Understand Membership Trends
 - Be realistic
- Club Goals Due ASAP
 - Enter goal in Rotary Club Central

Sample:



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Retention and New Members

- Engaged Members Stay Members
 - Does your club take a membership pulse throughout the year?
 - When was the last time you surveyed your members?
- If your members are Engaged, your club will attract new members
- Involve New Members (committee, event)
 - Orientation
 - Red Badge Program
- Recruiting New Members
 - Understand clubs need and have a target focus
 - I.E. Innovative, Female, Retirees, Community Leaders etc



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Membership and Public Image

- ❖ Collaborate with PR chair and define your club's Public Image
 - ❖ What is your club's brand? Message?
- ❖ How would a prospective member find your club?
 - ❖ Social Media? Website? Word of Mouth?
- ❖ What are your club's key strengths?
 - ❖ Events? Community Service Projects?



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Thank you!