

## Membership Tools

*Note to presenter: these are links that you can review in advance for additional information and to direct clubs to these tools.*

- [Assess and adapt](#)
- [Engage current members](#)
- [Connect with prospective members](#)
- [Make new members feel welcome](#)
- [Create an inclusive club culture](#)
- [Strengthen your club](#)

Not sure where to start? Our [Club Experience Concierge](#) can help.

Rotary clubs continue to demonstrate their value by staying connected to members and responding to changing needs in the community. [Read](#) about clubs around the world who are finding ways to adapt to new challenges and [meeting online](#).

Use these resources to see if your club is meeting members' needs and reflecting the community:

- [Club Experience Concierge](#) — Explore ways to improve the club experience through practical tips and resources with this interactive, online resource.
- [Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.
- [Is Your Club Healthy?](#) — Take this Learning Center course to help your club improve its member experience, service and social events, public image, and club operations.
- [Understanding Membership Reports: Getting Started](#) — Learn how to use membership data to determine where to focus your membership efforts.
- [Membership Assessment Tools](#) — Be intentional about improving your club experience. Use these tools and their results to make changes.
  - [Getting to Know Prospective and New Members](#) (member interest survey) ([online version](#))

- [Understanding How Your Club Represents Your Community](#) (diversity assessment)
- [Finding People to Invite](#) (prospective member exercise)
- [Engaging and Keeping Members](#) (retention assessment and analysis)
- [Enhancing the Club Experience](#) (member satisfaction survey) ([online version](#))
- [Understanding Why Members Leave](#) (exit survey)

### **Engage current members**

Use these resources to learn strategies that will keep members involved:

- [Best Practices for Engaging Members](#) — Take this Learning Center course to develop strategies for engaging people at all stages of membership.
- [Engaging and Keeping Members](#) — Learn when and why members leave your club and generate strategies to keep them engaged.
- [Designing Your Rotary Experience](#) — Encourage members to consider all the ways they can make connections, participate in meaningful service, become a leader, expand their perspective, and design their own Rotary experience.
- [Understanding Why Members Leave](#) — Use this exit survey to address the reasons that members may be leaving your club.
- [Club Innovation Stories](#) (audio recordings) — A series of recorded stories highlighting the innovative work being done by clubs all around the world.
- [Recognize](#) members for their dedication and service to the club, community and to our organization.
- [Connect](#) members with opportunities to develop their [professional skills](#) and expand their networks.
- [Video Meeting Content](#) – Use these videos from recent Rotary events to supplement your club meetings. Videos range from 10-25 minutes.

### **Connect with prospective members**

Use the strategies and ideas in these resources to connect with potential members:

- [Prospective member flyer](#) — Take this easy-to-print flyer to events in your community and distribute to members of the community so they can learn more about Rotary and benefits of getting involved with our programs and activities.

- [What's Rotary? wallet card](#) — Print these cards and keep them in your wallet to share with people you meet who want to learn more about Rotary.
- [Hosting a prospective member event](#) — Use these tips when planning an event for prospective members at the club or district level.
- [Engaging Younger Professionals](#) — Welcoming younger professionals into Rotary is essential for us. Our digital kit will help you rethink membership and bring emerging leaders into your club.
- [Strategies for Attracting New Members](#) — Take this Learning Center course to help draw prospective members, update your club's experience, and better highlight what it does well.
- [Customizable club brochure](#) — Design your own club brochure using the template on Rotary's Brand Center. Choose images and wording to best represent your club.
- [Finding People to Invite: A Prospective Member Exercise](#) — Try these strategies to attract qualified members for your club.
- [Creating a Positive Experience for Prospective Members](#) — Learn what you can do to ensure that prospects have a positive experience, regardless of whether they join. Find tips and ideas to determine whether membership would match their needs as well as your club's.
- [Guide to Corporate Membership](#) — Learn how to engage your local businesses and offer a new membership type to a few of the business employees.
- [Online Membership Leads course](#) — This Learning Center course will show how a prospect experiences the membership leads process, and how club and district leaders can create a consistent, positive experience for prospective members.
- Use these guides to find best practices and detailed screenshots for managing your online membership leads:
  - [Grow Your Club Membership Using Membership Leads](#)
  - [Grow Your District Membership Using Membership Leads](#)
- Prospective member outreach templates for [clubs](#) and [districts](#) — Use these customizable scripts to communicate with prospective members assigned to you through the Manage Membership Leads page in My Rotary.
- [Leveraging Local Events to Grow Rotary: A Membership and Marketing Guide](#) — Use this guide to raise awareness about Rotary and attract new members before a large event in your area.

## Start a new club

- [Start a new club](#)
- [Stay current](#)