



Membership – Presentation Outline

Introduction: Section 1 (5mins)

Give some background on yourself.

Share why you are passionate about Rotary's membership or a brief story about how you have seen the benefits of how membership can move people to action.

Share with the club why you are there and describe the presentation.

Explain that you are there to provide an update on Rotary's membership and why sharing our story makes it easier to do good in the world.

"I'd also like this to be interactive, so I will be asking for your participation along the way."

Share Rotary's Vision Statement

"I'd like to begin by sharing Rotary's Vision Statement."

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

Q: What does this mean to you?" How do we unite and take action as Rotary members?"

NOTE: THERE ARE NO WRONG ANSWERS. Collect a few answers and then draw attention to a few specific points.

In a world that is hurting so much, from natural disasters, economic and political strife, inflation, and so much more, the world needs Rotary now more than ever. More Rotary members mean more helping hands. Let us share this marvelous gift of membership with others who are craving service and social connections.

Q: "What is our number one corporate priority?"

A: Polio Eradication

Q: What is our number one internal corporate priority?

A: Membership

Key points

- **Rotary is a membership organization of leaders who provide service locally and globally.**
 - People of Action messaging and materials give clubs a framework for talking about our members in a way that helps the public see Rotary as we do: a network of volunteers who use our connections and expertise to take action. The Brand Center offers resources to help clubs tell their People of Action stories.
 - When we share our stories, like-minded people want to join with us. It is our best membership growth tool.
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So, let's look at why people join and why they stay.

Q: Why do people join Rotary?

A: Research tells us that we join for Community Service and Fellowship.

Q: Why do we stay?

A: Now if you ask people why they stay they invert slightly – we stay for Fellowship or Friendship and then for Community Service. They are very close together, but it shows us the power of connection and we know how important this is in our world today.

Q: So here is the more important question. Why do people leave?

A: They aren't provided with a meaningful experience. They aren't given anything to do, they don't like the meetings, they are not having fun.

Key points

- We know that when members don't find their club experiences to be personally or professionally relevant, they go elsewhere. The club experience is critical to the success of clubs. Members must find the experience valuable enough to invest their time, resources, and effort.
- To provide a satisfying club experience, club leaders must listen to and act on members' ideas, involve every member in ways that relate to their interests, ensure service projects are meaningful, plan events that focus on socializing, and be open to change.
- Clubs that use self-assessments, such as the **Club Health Check** and **Membership Assessment Tools** are in a better position to balance traditions

with innovation, and to make changes to improve the club experience so that each member finds value in their membership.

- To broaden their appeal to the community and potential members, clubs should consider varying their meeting formats and the types of membership they offer.
 - Some clubs that need to change may be resistant to doing so. Think about how you, as a leader in your district, can help clubs through that process.
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GOAL: ENHANCE PARTICIPANT ENGAGEMENT

Q: Why do we need to new members and what is their value to our local and global communities?

Key points

- Over the past 10 years over 1.4 million new members have joined Rotary (including Rotaractors), and yet we are still at 1.4 million members. In many ways we are a revolving door. We don't have a problem bringing in members, but rather we have a problem keeping them.

Q: How can we prioritize member engagement and their comfort and care?

Key points

- Make sure to assign a new member to a project and or/a committee right away that aligns with their passion (local vs. community/youth/etc.)
 - If a member is not satisfied with the club, consider a member survey and/or doing a **Club Health Check**. It may be helpful to suggest another club, form a satellite club (evening/cocktail, breakfast, weekend), or form a new club (cause based, interest based)
 - This is not competition! It is better to have an engaged Rotary member than lose them.
 - Have FUN!! Think of a fun activity for part of each meeting, Laugh and have fun while serving your local and global community.
 - We are People of Action: a network of volunteers who use our connections and expertise to take action.
 - When we share our stories, like-minded people want to join with us. It is our best membership growth tool.
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Q: What are some best practices for growing a club?

Key Points

- Grow your club – ask new members to join (in person or via phone call) and retain 100% of existing members. Look for someone who is already a Rotary member in their heart but has not joined because they either don't know about Rotary or haven't been asked to join.
- **Fact: Only 1:10 Rotarians ever ask someone to join Rotary!! We are a self-referring organization. What would happen to a business if they did not seek new customers?**
- Hold one to two brainstorming meetings where members write down names of prospective new members and commit to asking them to join.
- Highlight opportunities offered through My Rotary courses to foster professional development and build leadership skills.
- Increase collaboration and connection among participants, particularly Rotary and Rotaract clubs.

IDEA'S FOR DISCUSSION

Potential Members: Friends, family, Co-workers, Business acquaintances, doctor, lawyer, accountant, dentist/hygienist, engineer. Try to have your club membership reflect your community. Diverse perspective – leaders with all abilities, DEI reflectivity.

Send them info on club and Rotary ahead of time: expectations of being a member, cost, about the meetings, etc. This will save members from quitting because they did not know the expectations.

The Membership Experience: RI has given clubs the ultimate in flexibility. It is about PERFECT ENGAGEMENT rather than perfect attendance. Clubs can run their meeting as they see fit – 50% attendance requirements – could be a makeup meeting, service project, a social, a committee meeting, etc.

Value Proposition: How you can grow personally.

- To become a better public speaker
- To become a better event planner
- To gain experience on a Board of Directors
- To Chair a Board of Directors
- Rotary Learning Centre – Hundreds of thousands of dollars' worth of free courses.

FINAL EXERCISE


Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.

I am going to read to you five statements and want to take a vote of what you think is most important ...and there is a clue, there is no wrong answer. Let me read them all first and then we can vote one by one.

1. It is most important to assess your current club and adapt to member's needs.
2. It is critical to engage current members.
3. To grow Rotary, we need to connect with perspective members.
4. It is vitally important that we make new members feel welcome and provide them with meaningful responsibility.
5. Our club could be stronger and more inclusive.

Thank everyone for their kind attention and let them know you have a wealth of resources to share with them. Ask who you can forward these too.

THE END







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Resources & References

Grants & Services	Fundraising
Resources by Role	Youth Protection
Membership Materials	Policies & Procedures
Club and District Administration	View All
District Committees	

Rotary Tools

Rotary Club Central 	Grant Center 
Rotary Showcase 	Official Rotary Apps
Brand Center 	Licensed Vendors
Raise for Rotary 	
Learning Center 	

Webinars