

UNITE FOR GOOD



BUILDING AN

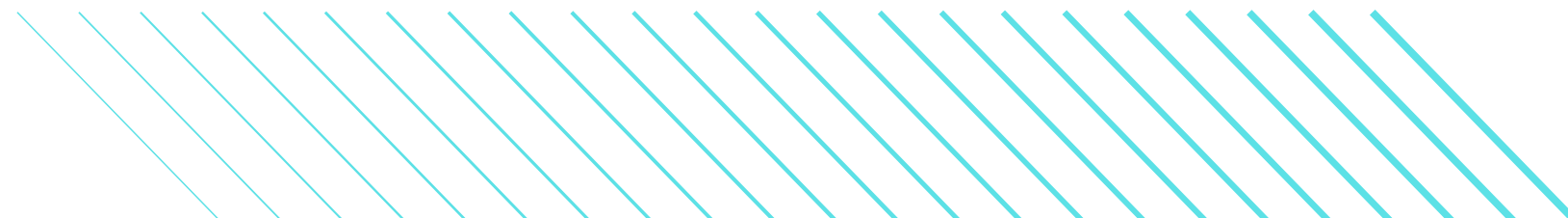
EFFECTIVE CLUB

PREPARING FOR ROTARY YEAR 2025-26

SESSION 02: ATTRACTING & ENGAGING MEMBERS



ROTALENT LEARNING SESSIONS



INTRODUCTION

In managing and running a Rotary club effectively, there are two critical aspects to consider.

First, the importance of planning and governance/managing cannot be overstated.

A well-structured plan ensures that the club's activities align with its mission and objectives, while good governance promotes transparency and accountability among members.

Second, maintaining the stability of the "triangle of sustainability" is vital.

This triangle consists of three interconnected elements: **membership, service, and public image**. A solid membership base provides the manpower and resources needed to execute service projects, while effective service enhances the club's reputation and public image. Conversely, a positive public image attracts new members and fosters community support. By focusing on these elements, Rotary clubs can create a thriving environment that benefits both their members and the communities they serve.

1

PLANNING & MANAGING

Ensure the club has an annual action plan aligned with Rotary's vision and action plan, and hold a meeting with the board before June 30 to discuss it. Each committee must prepare an activity schedule, implement effective management strategies, and present the club's plan to all members at the beginning of July.



SESSION 04
PUBLIC IMAGE &
ROTARY BRAND



The Triangle of Sustainability



SESSION 02
ATTRACTING &
ENGAGING MEMBERS



SESSION 03
SERVICE PROJECTS &
THE ROTARY FOUNDATION



2

SESSION 2

ATTRACTING & ENGAGING MEMBERS

WHY MEMBERSHIP MATTERS?

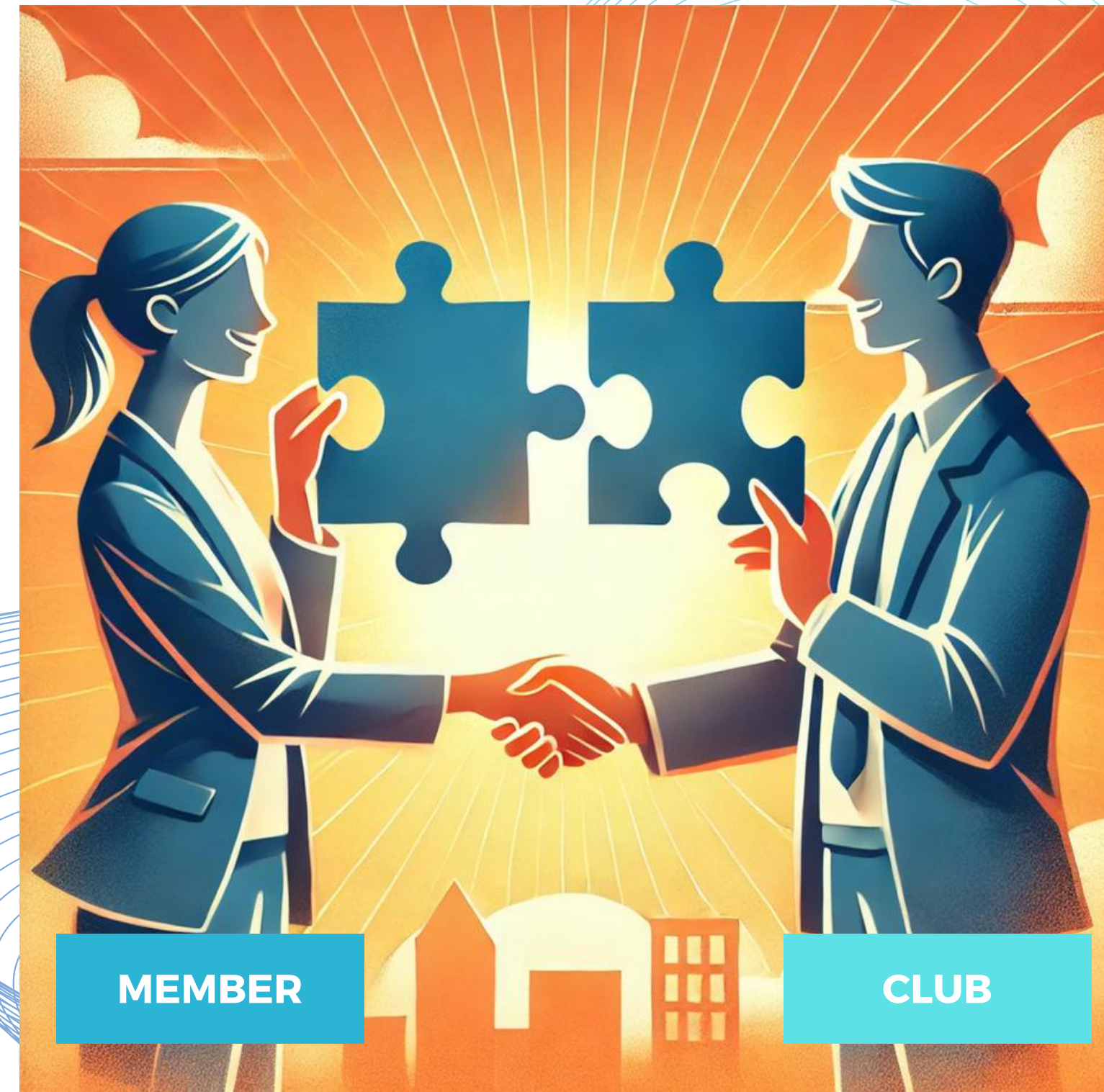
Membership in Rotary is the foundation of its impact. Rotarians drive positive change by fostering fellowship, service, and leadership in their communities and beyond. **With a strong and engaged membership, Rotary can expand humanitarian efforts,** support local and global projects, and create lasting change. Members benefit from personal and professional growth, networking, and the opportunity to make a difference. A thriving membership ensures that Rotary continues to uphold its mission of service above self, bringing together people of action to tackle the world's most pressing challenges.



A KEY OF SUSTAINABILITY

Mutual Benefit Between Rotary Club and Its Members

The relationship between Rotary clubs and their members is mutually beneficial. **Rotary provides members with opportunities for personal growth, professional networking, and leadership development while fostering a sense of purpose through service. In return, members contribute their skills, time, and resources to support Rotary's mission of making a positive impact locally and globally.** This synergy strengthens both the individual and the organization, ensuring continued success in humanitarian efforts and community service.



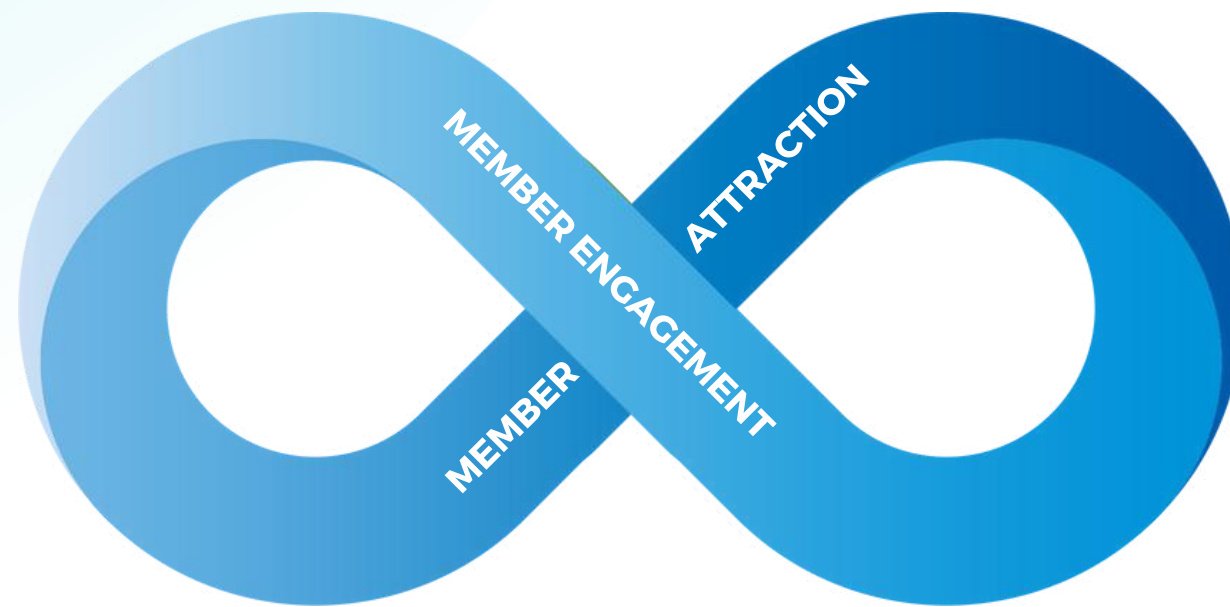
THE INFINITE LOOP ACTION

In Rotary, member engagement and attraction are part of a continuous, self-reinforcing cycle. When current Rotarians are actively engaged through meaningful service projects, fellowship, leadership opportunities, and personal development, they become passionate ambassadors of Rotary values. Their enthusiasm and visibility attract new members who are inspired by Rotary's impact and community spirit. These new members, when properly welcomed and engaged, bring fresh perspectives and energy, further enriching club activities. This ongoing loop—where engagement drives attraction and attraction fuels engagement—ensures Rotary clubs remain vibrant, relevant, and impactful in serving communities worldwide.



MEMBER ATTRACTION

Growing membership is essential for a Rotary club's sustainability, impact, and success. Attracting potential members **brings fresh perspectives, new skills, and increased resources to support service projects and initiatives.** A strong membership base enhances networking opportunities, leadership development, and community outreach. More members mean a greater ability to serve, fundraise, and collaborate on both local and global initiatives.



MEMBER ENGAGEMENT

Active member engagement is crucial for a Rotary club's success and sustainability. **Engaged members contribute their time, skills, and resources to drive impactful projects, strengthen community relationships, and uphold Rotary's mission of Service Above Self.** When members actively participate in meetings, service initiatives, and leadership roles, they foster a sense of belonging, personal growth, and shared purpose.

TIPS IN ATTRACTING POTENTIAL MEMBERS

1. **Showcase Impact** – Highlight successful projects and community impact to inspire potential members.
2. **Leverage Social Media** – Use platforms like Facebook, Instagram, and LinkedIn to share stories and engage with a broader audience.
3. **Host Open Events** – Organize networking events, service projects, or guest speaker sessions to introduce Rotary's mission.
4. **Encourage Member Referrals** – Ask current members to invite friends, colleagues, or family members.
5. **Offer Flexible Membership** – Provide different engagement options to accommodate busy schedules.
6. **Create a Welcoming Environment** – Foster a friendly, inclusive atmosphere where new members feel valued.
7. **Partner with Local Businesses** – Collaborate with companies to introduce Rotary to professionals seeking community involvement.
8. **Engage Younger Generations** – Connect with young professionals and students through Rotaract and mentorship programs.
9. **Highlight Personal Growth** – Emphasize leadership, networking, and skill-building opportunities.
10. **Follow Up** – Stay in touch with potential members and invite them to multiple events to deepen their connection.

By focusing on these strategies, Rotary clubs can attract passionate individuals who want to make a difference.

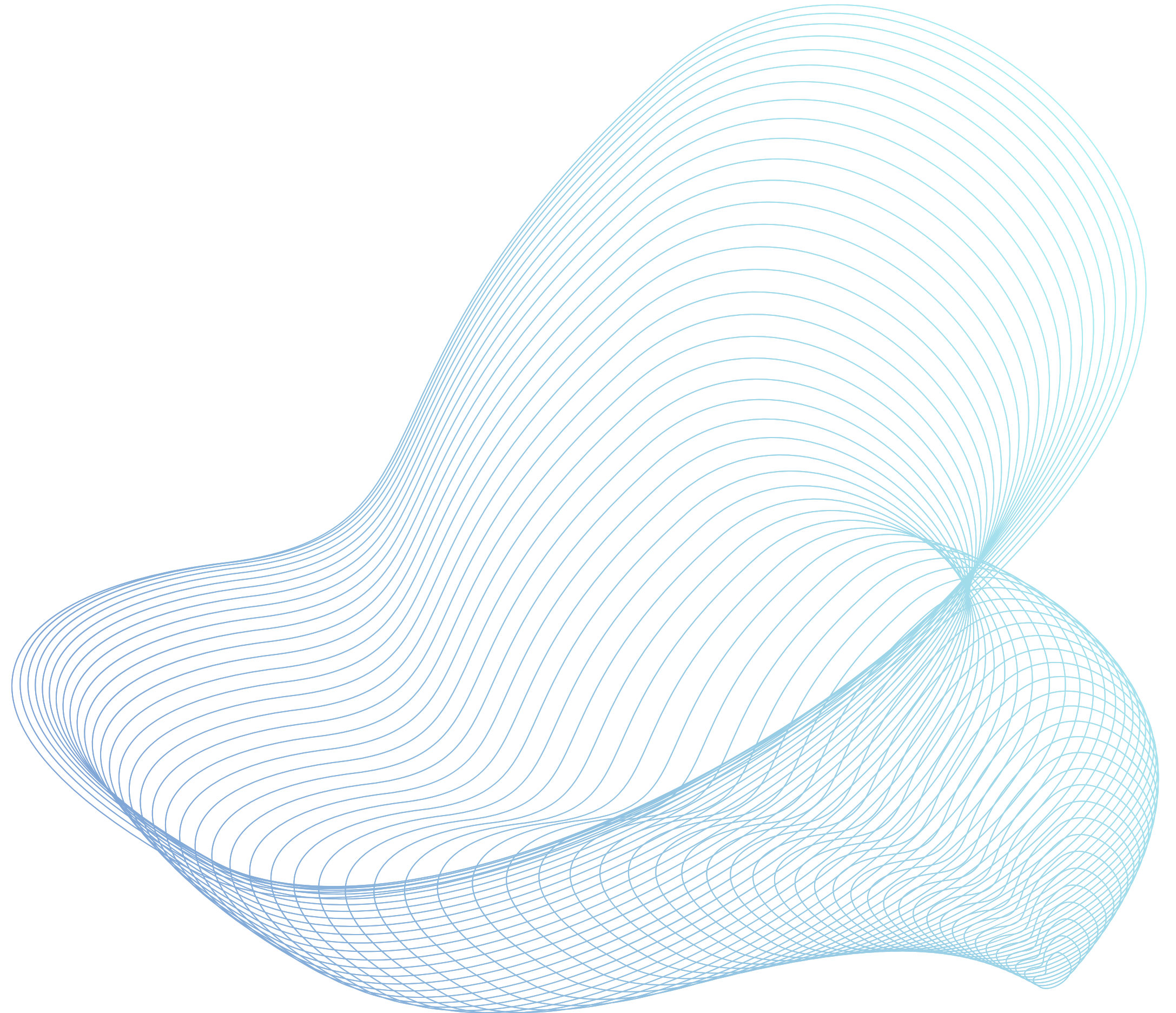
TIPS FOR ENGAGING MEMBERS

1. **Encourage Active Participation** – Involve members in meaningful projects, leadership roles, and decision-making.
2. **Foster Fellowship** – Organize social events, team-building activities, and networking opportunities to strengthen relationships.
3. **Recognize Contributions** – Celebrate members' achievements through awards, shout-outs, or appreciation events.
4. **Provide Leadership Opportunities** – Offer chances to lead committees, projects, or mentorship programs.
5. **Communicate Regularly** – Keep members informed through newsletters, social media, and meetings.
6. **Offer Diverse Service Projects** – Cater to different interests by organizing various community service initiatives.
7. **Encourage Learning & Development** – Provide training, guest speakers, and workshops to enhance skills and knowledge.
8. **Make Meetings Engaging** – Incorporate interactive discussions, guest talks, and innovative formats to keep meetings exciting.
9. **Support Member Interests** – Align club activities with members' passions and professional expertise.
10. **Seek Feedback & Act on It** – Regularly ask members for input and implement their suggestions to enhance engagement.

Keeping members engaged ensures a vibrant, motivated, and impactful Rotary club that continues to serve communities effectively.

RESUME

Member attraction and member engagement are closely interconnected elements crucial to the growth and vitality of Rotary clubs. **Attracting new members** depends not only on outreach but also on showcasing a vibrant, active club culture. **Engaged members** are more likely to promote Rotary, share their positive experiences, and invite others to join. Conversely, when new members feel welcomed, involved, and valued, they are more likely to stay and become engaged themselves. Therefore, **sustained member engagement** enhances retention and organically drives attraction, creating a positive cycle of growth and community impact.



THANK YOU

Thank you for participating in our learning session!
Stay connected with us for upcoming sessions.

