



# GET READY: CLUB MEMBERSHIP COMMITTEE



# Get Ready: Club Membership Committee

## 1. Your role

As a member or the chair of the club membership committee, you'll develop and implement a plan to attract and engage members. Your responsibilities include:

- Building a positive, welcoming club environment for all members
- Participating in the district vibrant club workshop and the district training assembly
- Following the steps in the Strengthening Your Membership planning guide
- Using Membership Assessment Tools to evaluate your club
- Assembling a motivated and active committee of five to 15 members
- Reviewing and following up with the membership leads assigned to your club
- Developing or updating an orientation program to help new members learn more about Rotary and get involved
- Emphasizing the importance of attracting and engaging members in your club's strategic plan
- Using our diversity assessment to analyze how well your club represents your community (including by age, gender, and ethnicity)
- Tracking your progress toward club membership goals in Rotary Club Central or by using the Club Excellence Award Goals and Instruction
- Working with the club board if you sponsor new clubs

## 2. Creating an engaging club experience

Make the experience of membership in your club as engaging as possible to keep people involved and connected. Start by using tools like the member satisfaction survey and the Club Health Check to assess your club. Determine what changes your club wants to make, and work with your fellow leaders to implement those changes.

### The club experience matters

Research confirms that the club experience is the most important factor in member satisfaction. When members feel connected to others in their Rotary network, they're more likely to stay engaged and encourage their friends and acquaintances to join. What makes up the club experience?

#### Enjoyable meetings and activities

When a club genuinely reflects the interests of its members, people enjoy the activities and want to recommend the club to others.

#### Confidence in club leaders

Members in a club where leaders are receptive to their ideas know their input is valued, which builds more trust that the leaders will make good decisions for the club.

## **Opportunities for personal growth**

Members who understand that Rotary and their club provide opportunities to help them develop their skills feel supported in their personal growth.

## **Meaningful service**

Members who know that their club makes a difference in their community and around the world are more willing to participate in club service projects and maintain their membership.

## **Connections**

Members who form valuable relationships in their club and elsewhere in Rotary are more eager to participate in club activities.

Adjust the way your club operates as needed to continue to thrive. Research also shows that clubs attract more members and engage them more effectively when they have the freedom to be flexible. Your club can become more flexible if that's what members want. Think about these options:

- Reconsider when and how often you meet. Ask members if the current meeting day, time, and frequency work well for them. You might meet less often or more often at times. You could choose to have a mix of meeting times each month or to meet in different ways at different times of year.
- Schedule service projects or social events in place of some traditional club meetings.
- Choose whether to meet exclusively in person or online, alternate between online and in-person meetings, or use both formats at the same time.
- Consider whether different membership types (opens in a new tab), such as family, junior, or corporate (opens in a new tab) memberships, would engage current and prospective members.
- Survey members about what kinds of meetings and what meeting features appeal to them most.
- Rotary clubs: Use the reports in Rotary Club Central to track your club's membership trends and determine where to focus your efforts.

In general, get creative and have fun! Learn about how your club can be more flexible and find other ideas in the Vibrant Clubs in Action course. Work with your president and the administration committee to develop new structures or formats for your meetings, and then record the changes in your club's bylaws.

## **Meetings**

- Use time during your meetings to plan activities and projects.
- Offer a virtual participation option for members who can't attend in person.
- Have members talk about their areas of expertise or significant experiences rather than inviting guest speakers.
- Create a theme for each meeting. A well-planned theme can help build excitement, set expectations for what will be discussed, and boost participant engagement.

- Allow time for people to share ideas about how to work with community groups.
- Rotate the meeting location to make it more convenient for members.
- Use the first half of the meeting for Rotary matters and the second half for social activities.
- Invite members from a Rotary Community Corps or from a Rotary, Rotaract, satellite, or Interact club to speak about their experiences and share their success stories.
- Invite prospective members to speak as industry experts on topics related to your projects.

### **Social Events**

- Hold an annual retreat to have fun and reflect on your work in the past year.
- Meet once a month at a restaurant or similar venue to socialize.
- Plan events that are suitable for family members and encourage them to attend.
- Celebrate personal milestones and other special occasions in members' lives.

### **Networking Events**

- Hold a networking event to help people build relationships with each other.
- Conduct a joint networking event with other clubs.
- Invite local business leaders in order to increase your club's visibility, introduce prospective members to Rotary, and create a basis for future partnerships.

### **Service Projects**

- Collaborate with other organizations on new kinds of projects to expand your reach.
- Talk with members to ensure that the club is involved in activities that genuinely interest them.
- Create regular opportunities to volunteer in the community together, and then discuss your experiences during a meeting.

Even as you seek to add members, it's important for your club to meet the needs of its current members and keep them engaged. To make your club meetings more accessible and make sure that people want to attend, collaborate with your club's leaders to change anything that isn't working well.

## **Engage members throughout the years**

### **During a member's first year**

- Make sure the experience your club offers matches the expectations you set.
- Offer a structured orientation program for new members.

### **At 1-2 years**

- Encourage members to get involved in activities planned by the district.
- Match members with a service project or activity that genuinely interests them.
- Involve members in a committee.

### **At 3-5 years**

- Encourage members to seek leadership opportunities.
- Ask people to be mentors for new members.

### **At 6-10 years**

- Find opportunities for members to share their expertise.
- Give members primary roles in projects, activities, or leadership.

### **At more than 10 years**

- Ask members for their ideas about how to energize the club.
- Keep them involved in board roles so they can advise newer club leaders.

## **Why members leave**

Keeping members is a top priority for any club, so dealing with member resignations can be difficult. But understanding why members leave can help you improve your engagement efforts and retain other members.

If you're part of a Rotary club, you can review the Member Viability and Growth report to find your club's retention rates and use the Membership Termination Profile to determine why members leave. Both are in My Rotary under Club Reports.

Our research shows that members leave for different reasons at different points in their membership. Be sure to engage members no matter how long they've belonged to the club.

Learn more with the retention assessment and analysis [guide](#).

Work with other club leaders to:

- Set and track membership goals in Rotary Club Central([opens in a new tab](#)) or by using the Club Excellence Award Goals and Instructions([opens in a new tab](#)).
- Recognize members([opens in a new tab](#)) for their efforts in the club.
- Interview members who leave, and use the exit survey([opens in a new tab](#)) to identify the issues that are affecting your retention efforts.
- Incorporate the results of the member satisfaction survey into your club's strategic plan.

## **3. Online resources**

Many resources are available to help you fulfill the responsibilities of the membership committee.

### **A My Rotary account**

My Rotary gives you customized access to many functions and types of information. You can:

- Review reports about membership, club trends, club giving, and alumni program participation
- Find logos and create club and event brochures using the Brand Center
- Take more courses in the Learning Center

Club administration functions are now available to Rotary and Rotaract club officers in My Rotary. Rotaract club officers will soon have access to Rotary Club Central and be able to share their level of access through delegation.

### **Club administration functions**

As an officer, you have access to your club's details in My Rotary. To find all the functions for managing your club, select View Club at the bottom right of the page.

The club information includes lists of members and officers, details about your club, and a note about your club management system, if you use one.

### **Delegating administrative tasks**

As a Rotary club officer, you can give any other club member temporary permission to conduct online Rotary business on your behalf. That person needs to have an active My Rotary account.

Your delegate can't access your personal information, such as your profile or contribution history. They can, however, use the same tools and get the same sensitive information that you can. Review [How to Delegate Your Online Access](#) for more information.

### **Rotary Club Central**

Rotary club officers can set and track membership goals for the year in Rotary Club Central. For continuity, officers have access for the years before, during, and after their term.

Monitor your progress and use reports to help you assess trends and decide how to focus your efforts.

All Rotary club members can access their club's goals. District leaders can edit those goals.

### **Membership leads**

If you're the membership chair, you have a major role in reviewing and managing the member leads that your district has assigned to your club. You, along with the president, secretary, and executive secretary/director, will receive notifications when you have a new lead to review.

### **Awards and recognition**

Recognizing people for service can help us engage both members and nonmembers, make the community more aware of Rotary, and show that we value people who make a difference. The Awards page has information about various ways to recognize clubs, members, and nonmembers. If you have any questions about awards, write to [riawards@rotary.org](mailto:riawards@rotary.org).

### **Newsletters**

Subscribe to Rotary newsletters such as Membership Minute in order to stay current on topics that are interesting or relevant to you and your club.

## **Rotary staff**

Contact Rotary staff members with your questions about club policies and Rotary resources.

Club and District Support representatives can answer questions about policies, procedures, and diversity, equity, and inclusion efforts. They can also help with matters like establishing new clubs, changing a club name, and club mergers.

The Rotary Support Center can answer questions about general Rotary topics or about The Rotary Foundation.

Some resources are available to all club members. Encourage them to register for a My Rotary account, which will let them:

- Create and manage a profile with their contact information, background, occupation, Rotary program participation, and areas of expertise
- Find and connect with other clubs and members
- Give to The Rotary Foundation and review their personal contribution history
- Take courses in the Learning Center
- For Rotary club members, review the club's goals and achievements in Rotary Club Central

## **4. What's next?**

You've learned a lot about how to fulfill your role, and you're ready to get started. Consider these questions as you prepare for the district training assembly and the year ahead:

- What are the most important responsibilities of the club membership committee? What are the chair's most important responsibilities?
- How will your committee support the club's strategic plan?
- How can your committee attract new club members?
- How can your committee keep members engaged?
- How can you ensure that new members are informed and included?
- What tasks will you delegate to others, and how will you support them?



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**Rotary**  
District 3410

