LEAD YOUR CLUB

Membership Committee

2016-19 Edition

Rotary

226B-EN—(315)

Rotary

This is the 2015 edition of Lead Your Club: Membership Committee, the manual for club membership committee chairs holding office in 2016-17, 2017-18, and 2018-19. The information in this publication is based on Rotary's constitution and policy documents. Please refer to those resources for exact Rotary policy. Changes to Rotary's constitution and policy documents override policy as stated in this publication.

CONTENTS

YOUR JOB AS CLUB MEMBERSHIP COMMITTEE CHAIR 1

1 COMMITTEE ROLE AND RESPONSIBILITIES 5

Your Club's Members 5
Diversity 8
Club Image 9
Sponsoring New Clubs 9

2 CLUB MEMBERSHIP COMMITTEE CHAIR 11

Your Committee 11
Setting Goals 12
Budget 12

3 RESOURCES 13

DISTRICT TRAINING ASSEMBLY DISCUSSION QUESTIONS 16

YOUR JOB AS CLUB MEMBERSHIP COMMITTEE CHAIR

As club membership committee chair, you create and follow an action plan to attract and engage members. Find detailed information in Lead Your Club: Membership Committee.

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	

GET
CONNECTED!
Make your Rotary experience truly international with these networking opportunities.
CONNECT ONLINE
Engage with other members: Online Discussion Groups
Enhance service projects: Rotarian Action Groups
Make new friends: Rotary Fellowships
Share your service accomplishments: Rotary Showcase
Collaborate on service projects: Rotary Ideas
Build peace and strengthen relationships: Intercountry Committees
Share your professional talents: Vocational Training Team
Meet prospective partners: Project Fairs
Share international hospitality: Rotary Friendship Exchange
CONNECT WITH A GROUP
Celebrate club partnerships: Twin Clubs
CONNECT IN PERSON
Rotary
EXCHANGE IDEAS: www.rotary.org/myrotary

INTRODUCTION

Share chapter 1 with your committee's members so they are fully aware of their responsibilities.

Congratulations on your appointment as committee chair. This manual will help you set goals and understand your role in increasing club membership. It includes policy and procedures that all clubs should follow, as well as ideas that you may find useful.

The job description on page 1 summarizes your responsibilities. You'll learn more at your district training assembly, where you can connect and exchange ideas with other club and district leaders. Review the discussion questions on pages 16-17 before attending.

Questions?

If you have questions about your role, contact other leaders you work with, such as your assistant governor or a past membership committee chair. Your Club and District Support representative is also available to help. We offer support in eight languages at Rotary.org and through our staff at our headquarters and international offices.

Send questions about this manual or any Rotary training materials to learn@rotary.org.

WHAT ARE YOU WAITING FOR?
BE A VIBRANT CLUB

Be a Vibrant Club guide includes:

- A club success story from your region
- Ideas for your club to try
- Resources for your club on My Rotary

Get your free copy at
shop.rotary.org

Rotary

CHAPTER 1

COMMITTEE ROLE AND RESPONSIBILITIES

The role of the club membership committee is to actively attract and engage members. Having engaged and active club members makes it possible for your club to serve communities at home and around the world. It is members who support Rotary's work and who develop into leaders.

YOUR CLUB'S MEMBERS

Make sure your club reflects the diverse professions and cultures of your community. Not only will a diverse club attract potential candidates, it will also provide the skills and experience your club needs to make a positive change in your community.

ATTRACTING NEW MEMBERS

Attracting new members should start with Rotary alumni in your area. Our program alumni are powerful advocates for Rotary, potential members and donors, and additional resources for service. Develop an action plan for keeping alumni connected to your club as members, donors, or resources.

> Club officers can generate a report of names, program details, and contact information for all former Rotary program participants associated with their district on My Rotary. Encourage alumni to register with My Rotary to keep their information up-to-date.

In addition to maintaining contact with alumni, your club's members should talk to business and community leaders, young professionals, recent retirees, and women in your community who might be a good fit for your club. Find more ideas in Strengthening Your Membership: Creating Your Membership Development Plan.

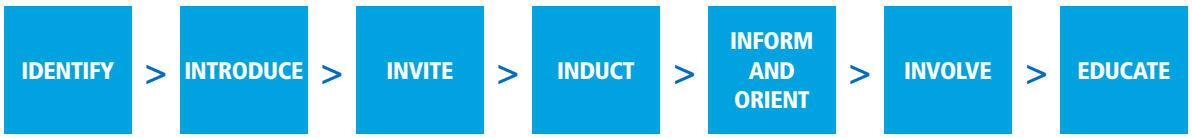
RETAINING CURRENT MEMBERS

Keeping members should be a top priority for your whole club, but especially your committee. Find ways to improve the member experience by regularly asking members about their interests and what they would like the club to do. Make sure members are informed, involved, and recognized for their contributions. Track trends in project participation and engagement, length of membership, social activity, and contributions to The Rotary Foundation to reveal concerns that may need to be addressed.

Whether members decide to stay or go is affected by the club experience, which is shaped by all members. Work with your committee to develop goals and a detailed action plan for achieving them. Then get your members on board and let them know what they can do to improve the club experience. Although your committee leads the club's membership efforts, recruiting is the responsibility of each member. Encourage all members to ask friends, family, business associates, and other community members to join leaders to exchange ideas and take action.

STEPS TO RECRUITING AND RETAINING A MEMBER

The process for cultivating a Rotary club member often includes the following stages:



Identify. Identify members of your community who are a good fit for your club.

Use the classification and membership diversity assessment in Member Assessment Tools to determine how well your club represents the professional diversity of your community. Then target recruiting efforts to help your club better represent the professional community.

Introduce. Introduce prospective members to Rotary by telling them about:

- Your experience as a member
- Why you joined and why you've stayed
- Your club, its projects and activities, and its impact in your community
- Rotary and our commitment to eradicating polio
- How they can get in involved in club activities

Enthusiastic, engaged members are more likely to attract prospective members who will become involved and active themselves. Compile a club brochure that can be presented to visitors. You can find customizable templates in the Brand Center.

Before inviting a prospective member to join, invite him or her to attend your club meeting as a guest to get a feel for what you do and what it is like to be a member. If the prospective member continues to show interest and is deemed to be a good fit, proceed to the invitation.

Invite. When you invite a prospective member to join, make it personal. Learn the person's interests and expertise and suggest activities and projects that might interest him or her. Finally, submit the proposal to your club's board of directors, along with reasons for proposing the candidate.

Earn sponsor pins by recruiting new members to your club. Learn more in the New Member Sponsor Recognition Program brochure.

Induct. Do something special when new members join. Hold an induction ceremony or a social gathering and invite family members to attend. For a sample induction ceremony program, refer to New Member Orientation: A How-to Guide for Clubs. During the event, ask new members to talk briefly about themselves, their work, and their families. Make sure that all club members personally introduce themselves to each new member. You could give new members the following items:

- Rotary pin
- Membership card
- Club information (for example, a club brochure)
- Name badge
- District directory
- The Rotarian or a Rotary regional magazine

Work with your club administration committee to see that the new member and sponsor are recognized on your club's website and newsletter.

Inform and orient. Tell new members about your club and Rotary, including:

- How to get involved in the club's activities and projects
- Your club's culture
- What to expect at meetings
- How to create a My Rotary account on Rotary.org

Consider scheduling a new-member orientation program that extends over several sessions. See New Member Orientation: A How-to Guide for Clubs.

Involve. An involved member will feel a part of the club and will make Rotary a priority in his or her life. Make sure all club members are involved somehow. Consider these suggestions for involving new members:

- Assign new members to a committee or give them a role at club meetings.
- Have a new member serve as a delegate to the district conference. Some clubs assist the new member by paying part or all of the registration fee and costs of the conference.
- Have all club members who join during the same Rotary year work together on a project.
- Encourage new members to attend a Rotary International Convention or host visiting Rotarians for a meal or other activity.

- Ask new members to find two or three potential members within their peer group. When new members promote Rotary to their friends, they become more enthusiastic themselves.

Consider the best ways to involve members without overwhelming them with too many assignments.

Educate. Members who feel informed and involved are more likely to stay actively engaged. Keep members aware of Rotary news and updates on club and district initiatives. For example:

- Hold club assemblies to chat about what members like about the club and what they want to change.
- Have a multiclub social with a presentation on a Rotary topic to continue new member education. Find courses on a variety of Rotary topics in the Learning Center.
- Contact regional leaders — your Rotary coordinator, Rotary public image coordinator, regional Rotary Foundation coordinator, and endowment/major gifts adviser — and invite them to talk to your club about regional Rotary initiatives.
- Get a group of members together to participate in webinars held by Rotary International. Register for upcoming webinars or listen to recorded webinars at www.rotary.org/webinars.
- Have your club trainer give newer members leadership training to develop potential leaders and for their personal development. Use Leadership Development: Your Guide to Starting a Program.

For more ideas, see Strengthening Your Membership: Creating Your Membership Development Plan. Use your club and district websites, social media sites, weekly meetings and emails, and club newsletters to share information from your district governor or Rotary International.

Rotary publications like The Rotarian or Rotary regional magazines are also excellent continuing education tools. Encourage members to visit Rotary.org and to connect with Rotary's social media pages to stay current on events and resources.

DIVERSITY

Your club's membership should reflect your community in terms of profession, age, gender, and ethnicity. Survey club members on their professions, gender, and ethnicity and compare the information to that of your community. Being diverse provides a club with a wider range of experience and knowledge that is useful for its service efforts. Membership diversity can also make it easier to attract prospective members.

Rotary policy prohibits limitations on membership in Rotary clubs based on gender, race, color, creed, national origin, or sexual orientation. See RI Bylaws, Article 4.070.

CLUB IMAGE

A club's image is directly related to its ability to attract new members. Promote your club's values and the benefits you provide your members, and communicate those values to prospective members. With consistent public image efforts, people will look for local clubs and be more inclined to accept invitations to join. Work with the public relations committee to coordinate public image efforts.

A vibrant club image will not serve you well, however, if the club experience doesn't match what you've promoted. Make sure that your club meetings live up to the expectations you've set. Also, each activity that your members participate in outside of Rotary is an opportunity to attract new members and promote your club's culture. Remind your members that they represent your club, so everything they do contributes to the club's image.

Make sure your club website is current and appealing and your contact information is easy to find. State your club's projects and goals prominently, and include details about club meetings and events. You can download graphics and web banners to embed on your club website from Rotary's Brand Center. Use social networking sites, digital audio, streaming video, podcasts, and blogs to attract new members. If you don't have marketing, public relations, and web technology professionals in your club, target them in your membership recruitment efforts.

SPONSORING NEW CLUBS

New clubs are often started because members of a club want to meet at a different time or do other kinds of activities. Prospective members also have work and family commitments, as well as different areas of interest that might require other options for meeting schedules.

Let your district governor and district extension committee know if you feel there are enough interested people to support a new Rotary club in your community. If your club sponsors a new Rotary club, your committee can:

- Help establish the new club
- Consult on the new club's programs and projects
- Serve as liaison with the district governor during the club's first year
- Mentor the new club for at least one year after its charter date

Requirements for sponsoring new Rotary clubs include:

- Agreeing to mentor the new club for at least one year
- Being in good financial standing with Rotary International
- Having at least 25 active members
- Carrying out a well-rounded service program

For more information on opportunities to sponsor new Rotary clubs in your area, contact your district governor, district membership committee, or district extension committee.

LEARN

EVERYWHERE WITH ROTARY'S LEARNING CENTER.

- Take courses
- Find resources
- Connect with an online community
- Talk with other registrants and course moderators
- Customize your user profile and track your progress

Learn how to tell your Rotary story, set goals in Rotary Club Central, apply for a grant, and much more.

Visit the Learning Center on www.rotary.org/myrotary to learn more.

Rotary

CHAPTER 2

CLUB MEMBERSHIP COMMITTEE CHAIR

You're the chair of your club membership committee. What happens next? Meet with the outgoing committee chair, review your club's bylaws and strategic plan, and start thinking about who else will be on your committee. You can also start planning how you will run your committee. In addition to becoming an expert on your committee's subject area, you will be managing your committee members.

YOUR COMMITTEE

In many clubs, members serve on a committee for three years, so it's likely that some current committee members will continue into your term. If you need to fill any openings on the committee, work with the president-elect to find someone who:

- Has professional experience in recruiting, marketing, or sales
- Knows Rotary well
- Is outgoing and sociable

As chair, you'll delegate tasks, so you'll need to determine how best to use the skills and interests of your committee members. You can prepare them by:

- Informing them of the committee's ongoing activities and goals
- Pairing new committee members with more experienced ones
- Encouraging them to communicate with counterparts in other clubs
- Notifying them of district activities and meetings
- Sharing resources

Collaborate with your club's other committees to maximize your club's impact. These conversations should be ongoing and can take place at your club's board meetings.

SETTING GOALS

As chair you make sure the committee sets and achieves annual goals that support the club's strategic plan. You'll set goals with your incoming president and other club leaders at the district training assembly. The president or secretary can enter the goals in Rotary Club Central.

EFFECTIVE GOALS

Be sure that the annual goals reflect committee capabilities and club interests. Goals should be shared, measurable, challenging, achievable, and time-specific. For example: Our club will have 10 percent more female members by the end of the year.

ACTION PLAN

Work with your committee to develop an action plan, or a series of smaller goals or steps needed to achieve each goal. For each step:

- Set a deadline
- Determine who's responsible for implementing it
- Decide how you'll measure progress and success
- Consider which resources you have and get the ones you need

Regularly assess your progress and adjust your goals if necessary.

MOTIVATION

Part of your role as chair is keeping your committee members motivated. Remember that your committee members are volunteers. Common motivators include:

- Assurance that the goal will be beneficial
- Belief that the goal is achievable and will be successful
- Opportunities for fellowship and networking
- Assignments that use each member's expertise
- Making sure members enjoy their committee work

BUDGET

Before 1 July, work with the outgoing committee chair and the club treasurer to determine what funds your committee will need and see that these funds are included in the club's budget. Be sure to include any planned fundraising activities.

Oversee committee funds, transactions, and reports, and be aware of the financial condition of your committee's budget at all times. If you meet regularly with your club's treasurer, you'll be able to take action if issues arise.

CHAPTER 3

RESOURCES

CLUB, DISTRICT, AND SECRETARIAT SUPPORT

- District governor — Can advise you on strategies to make your club more effective
- Assistant governor — Visits your club at least once per quarter and can answer questions and offer advice
- Other club committee chairs in your district — Serve as a source of new ideas and are potential partners in club initiatives
- Past club committee chairs and leaders — Advise you as you plan for the year
- District membership committee chair — Identifies and implements membership development strategies
- District extension committee chair — Organizes new Rotary clubs in the district
- Rotary coordinators — Offer support and know-how to boost your club membership and keep members engaged
- Club and District Support representatives — Staff members at Rotary headquarters or international offices who are available to answer administrative questions and direct other inquiries to appropriate Rotary staff
- Rotary Support Center — A team available to answer questions; can be reached at contact.center@rotary.org or toll-free (within the U.S. and Canada) at 866-9-ROTARY (866-976-8279); Rotarians outside North America should contact their international offices

POLICY AND REFERENCE DOCUMENTS

- Manual of Procedure — Policies and procedures of Rotary International and its Foundation established by legislative action, the RI Board of Directors, and the Trustees of The Rotary Foundation, issued every three years following the Council on Legislation; contains RI constitutional documents

- Rotary Code of Policies and Rotary Foundation Code of Policies
- Recommended Rotary Club Bylaws
- Standard Rotary Club Constitution

ONLINE RESOURCES

- Rotary.org — Rotary's website gives club leaders the information, resources, and tools they need to support all their club activities; go to My Rotary to access club-level resources for developing membership, creating promotional materials, running your club, fundraising, and more

LEARNING & REFERENCE

- Learning Center — Take courses to develop your skills and learn more about Rotary
- Official Directory — Contact information for RI and Foundation officers, committees, resource groups, and Secretariat staff; worldwide listing of districts and governors; alphabetical listing of clubs within districts, including contact information; issued annually
- Awards — Information and forms for all Rotary awards

MANAGE

- Shop.rotary.org — Rotary's online store for ordering publications, DVDs, forms, and supplies
- Club administration — Manage your club's member lists, officers, club information, and more

COMMUNICATIONS AND PUBLICATIONS

- Strengthening Your Membership: Creating Your Membership Development Plan — Publication that outlines steps to making a membership development action plan for recruiting and retaining members; complements the online Membership Assessment Tools
- How to Propose a New Member — Brochure that outlines the procedure for selecting and electing members; includes a Membership Proposal Form
- New Member Orientation: A How-to Guide for Clubs — Resource for club's prospective and new-member information programs that includes sample program outlines, action steps, worksheets, and resource lists
- What's Rotary? — Popular as a handout for nonmembers, this wallet-size card answers frequently asked questions about Rotary; comes in a set of 50
- Rotary newsletters — Electronic newsletters about specific Rotary-related topics, such as membership, polio eradication, public relations, and The Rotary Foundation

DISTRICT TRAINING ASSEMBLY DISCUSSION QUESTIONS

When considering these questions, talk to outgoing and incoming club leaders to share ideas.

What are the responsibilities of the club membership committee, and what are your responsibilities as chair?

How will your committee support the club's strategic plan?

How can the club membership committee attract new members?

How can the club membership committee keep members engaged?

How do you ensure that new members are informed and included?

What will you delegate to committee members, and how will you support them?

ROTARY CLUB CENTRAL
PLAN TOGETHER
TRACK PROGRESS
ACHIEVE GOALS

Why should clubs use Rotary Club Central?

- It's a one-stop shop.
- It eliminates paper.
- It fosters continuity in leadership.
- It enables clubs to track their progress.
- It creates transparency.
- It showcases the important work that Rotary clubs do worldwide.

How do I get to Rotary Club Central?

Go to www.rotary.org/clubcentral.

Who can use Rotary Club Central?

All Rotarians can view the goals and achievements for their club. The current and incoming club president, secretary, executive secretary, treasurer, Foundation chair, and membership chair can add and edit the goals and achievements for their club.

Rotary

One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org

226B-EN—(315)