

Attracting Members



I can lead and promote my club’s reexamination of its distinctive position in my community and the quality of members we attract.

Session Goals

Define the attributes of a good Rotarian.

Explore how my club can attract good Rotarians.

Materials

- ◆ Insert AM-1: The Membership Process Chart
- ◆ Insert AM-2: Lead Your Club Membership Committee
- ◆ Insert AM-3: Proposing New Members
- Classification Survey. 417-EN-(808)
<https://my.rotary.org/en/document/membership-assessment-tools>
- Clubrunner Club Classification List
<https://clubrunner.blob.core.windows.net/00000050077/en-ca/files/homepage/classification-list/Classification-List-.pdf>
- Keep Creating Your Membership Development Plan
<https://my.rotary.org/en/document/strengthening-your-membership-creating-your-membership-plan>
- How to Propose a New Member
<https://my.rotary.org/en/document/proposing-new-members>
- Creating a Positive Experience for Prospective Members
<https://my.rotary.org/en/document/creating-positive-experience-prospective-members>
- Introducing New Members to Rotary
<https://my.rotary.org/en/document/introducing-new-members-rotary-orientation-guide>

Key: ◆ attached insert ● online □ article

All session materials are also available at www.rlifiles.com

Session Topics

- 1) Where in our community can we find potential “good Rotarians”?
Have participants list attributes of good Rotarians. You can do this as a large group or break into smaller groups and report out

- 2) Discuss the make up of your club. Does it reflect your community by ways of age, gender, race, religion, and classification? How can your club attract any missing demographic or classification?
The responses may be culturally based. Be sure to review the Classification Survey.

- 3) Discuss how your club should conduct your membership campaign? How does your club attract new members? How do you invite new members?
Develop a good discussion about how they bring in new members. Refer to inserts on the Membership Process and Club Membership Committee.

- 4) Is your Club welcoming to prospective members? How?

Discussion leaders: Divide into small groups and develop a new member campaign. Be prepared to discuss with entire group.

Insert AM-1: Good to Know for Attracting Members

- The concept of “attracting members” is that a Rotary club should be vibrant and known in their community, and therefore that it should be attractive to prospective members.
- Membership in a Rotary club is by proposal of a member and invitation by the club.
- Rotary clubs are members of the organization called Rotary International and subject to its charter and bylaws (unless modified) requirements regarding membership.
- Rotary clubs select their own members, but are subject to the laws of their jurisdiction and Rotary policies on membership.
- The 2016 Council on Legislation, “Rotary’s Congress” passed several changes allowing clubs to decide what works best for them in the area of attracting members. Some of the changes:
 - Clubs can decide to vary their meeting times.
 - Clubs decide whether to meet online or in person.
 - Clubs decide when to cancel a meeting, as long as they meet at least twice a month.
 - Clubs can provide that a service activity or other club function can serve as a meeting.
 - Clubs have flexibility in choosing their membership rules and requirements.
- Replaced the previous six membership criteria from the RI Constitution with a simple requirement that a member be a person of good character who has a good reputation in their business or community and is willing to serve the community.
- Rotary continues to promote “New Generations” policies that are targeted toward introducing younger persons to Rotary, including making Rotary membership more convenient and affordable.
- Women have been eligible to join Rotary since 1989. As of 2013, women constitute less than 19% of Rotarians worldwide.

Insert AM-2: Lead Your Club Membership Committee

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

Attend your district training assembly

Working with the president-elect, select and prepare your committee members

Create subcommittees as needed (for example, for identifying potential new members, member engagement, new member orientation, mentoring)

Meet regularly and plan activities

Set committee goals to help achieve the club's goals for the year and monitor progress toward them

Manage your committee's budget

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

YOUR COMMITTEE

Educate club members on how to attract new members and keep them involved

Conduct classification surveys

Look at your club's meetings, projects, and other activities and assess what it offers new members

Develop a membership action plan to improve member satisfaction

Conduct club assessments to ensure that membership development and retention efforts succeed

Sponsor newly organized clubs in your district, if you choose to

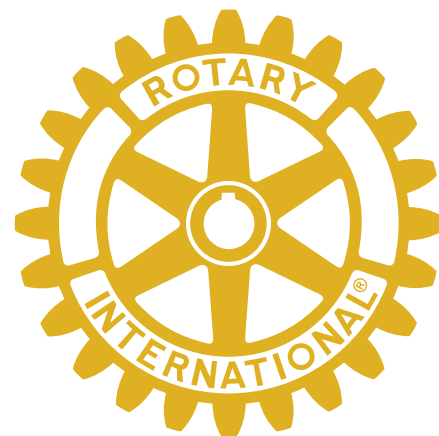
DOWNLOAD THE FULL BROCHURE:

<https://my.rotary.org/en/document/lead-your-club-membership-committee>

1

Insert AM-3: Proposing New Members

PROPOSING NEW MEMBERS



New members bring fresh perspectives and ideas to your club, expand your presence in the community, and help ensure your club is strong and vibrant. You've got some great potential members in your area — it's just a matter of finding them. Here are some suggestions to get the conversation started.



SHARE WHAT ROTARY MEANS TO YOU

- + Share why you value your Rotary membership:
 - We share common interests and have fun.
 - We make a positive impact in our community through service projects.
 - We're part of a global network of friends.
- + Emphasize professional benefits with colleagues:
 - We share business connections and expand our professional networks.
 - We have opportunities to develop professional skills.
- + Share Rotary videos and photos of meaningful initiatives with your social media network.
- + Wear your Rotary pin to initiate conversations about your involvement with Rotary.



SHARE INFORMATION ABOUT YOUR CLUB AND ROTARY

- + Encourage interested prospects to learn more about Rotary clubs and Rotary on your club website and Rotary.org.
- + Offer a club brochure that highlights recent service projects and social events.
- + Bring them along to a club meeting or your club's information session for prospective members.
- + Invite friends, family, co-workers, and colleagues to a club activity or project.

If a prospective member expresses interest in joining your club, make sure they understand expectations of membership, including club fees.



PROPOSE A NEW MEMBER

Once you've found a great candidate, follow your club's process for proposing a new member.

WEB RESOURCES

Need a procedure for proposing new members? Consult the **Manual of Procedure**.

Don't have a club brochure? Create one with a template in **Rotary's Brand Center**.

Find materials and tools to help you bring in members at www.rotary.org/membership.