Membership Attraction and Engagement

Rotary Coordinator Zone 34: Art MacQueen

Regional Membership Officer: Rebecca Holloway

Overview

1.21 Million Rotarians in 35,247+ Clubs

35,247+ Club Presidents

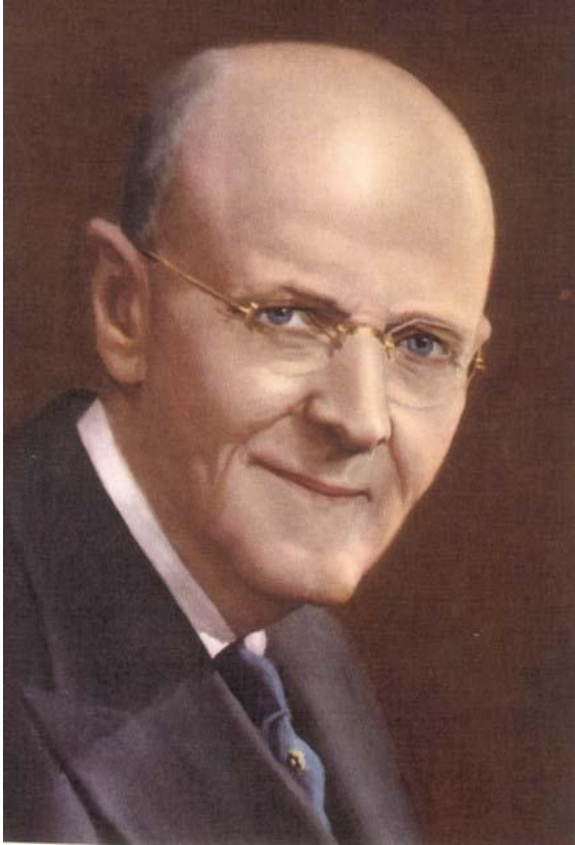539 Districts
539 District Governors

34 Zones
17 Directors
RI President

The Rotary Foundation

Rotary

2016 Council on Legislation

"If Rotary is to realize its proper destiny, it must be **evolutionary** at all times, **revolutionary** on occasions."

What is the COL?

- Meets every three years.

- One voting member per every district in the Rotary World

- Vote primarily on changes submitted by OUR Rotary Clubs and Districts

Let's recap a few approves changes

Clubs may:

- Determine the best day and time for their meetings!

- Change or cancel a meeting, if the need arises!

- Count service projects or socials as meetings!

- Choose whether to gather in person or online!

Additionally!

Clubs may:

• Mix meetings, some in person, some online!

• Amend by-laws to either relax OR TIGHTEN, attendance requirements and policies for member termination due to attendance.

...and!

Clubs may:

- Amend provisions for excused absences!

- Revise the provisions for membership!

- Allow existing Rotaractors to be Rotary Club members at the same time!

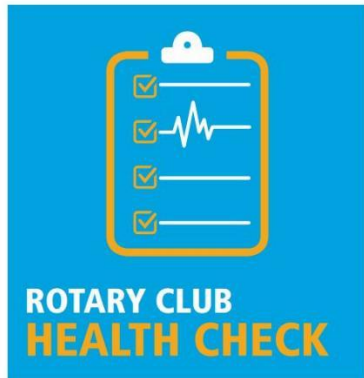**And what about E Clubs?**

Membership types?

How Many Types of Membership Are There?

Still Two: Active & Honorary

What do you change…and why?

Rotary Club Health Check

ROTARY CLUB HEALTH CHECK

YOUR CLUB EXPERIENCE

Members who have a positive Rotary experience are more likely to stay. In turn, they create a positive Rotary experience for others, because their enthusiasm is contagious. If your club's members genuinely enjoy being a part of the club, you're on the right path. Your experience includes not just your club meetings and other activities, but also the connections you've made and your pride in Rotary's work.

☐ I look forward to attending club meetings.

☐ Our club meeting programs are relevant, interesting, and varied.

☐ We have a greeter who welcomes members to meetings.

☐ Our meetings are organized and run professionally.

☐ Members sit at different tables each week to meet and talk to different people.

☐ Some of the members of my club are my close friends.

Rotary Club Health Check: Prescription

PROBLEM AREA	PRESCRIPTION
Member diversity	⊕ Take action to diversify your club using **Diversifying Your Club: A Member Diversity Assessment**.
Professional diversity	⊕ Make your club a microcosm of your community with **Representing Your Community's Professions: A Classification Assessment**.
Stagnant or declining membership	⊕ Create a membership development plan with **Strengthening Your Membership**. ⊕ **Connect to Membership Leads** assigned to your club using **How to Manage Membership Leads (For Clubs)** and **resources for prospective members**. ⊕ Target prospective members using this **exercise**.

What is Diverse Club?

Congratulations!

Membership Leads

Prospective Members

Relocating/ Rejoining Members

Referred Members

Membership leads: easy to find

JOIN PAGE

www.rotary.org/join

MEMBER CENTER

www.rotary.org/member-center

Membership leads: who is responsible?

DISTRICT	CLUB
Manage	**Manage**
District Governor	Current Club Officers
Current District Officers	
View	**View**
Officers Elect	Officers Elect
Immediate Past DG and Officers	Immediate Past Officers

Please note:
- Access only to officers reported to Rotary International
- Create a plan of action
- Engage with Assistant Governors

Rotary

Membership leads

MY ROTARY - Rotary membership inquiry

Dear

You are receiving this email because the person listed below has expressed interest in Rotary, and lives in your area:

George Washington; Mt. Vernon, VA, United States

You can grow Rotary by connecting such membership leads to clubs. Simply follow these steps:

1. Review the candidate's information.
2. Contact the candidate to determine his or her needs and interests.
   Some districts send a welcome email containing information about Rotary and the benefits of membership. Ask the candidate about his or her interests and availability, to decide which club might work best. Be sure to tell the candidate that invitations for membership are at the discretion of individual clubs.
3. Use the Manage Membership Leads page to assign the candidate to a club. (Learn how to manage membership leads using the guide for district leaders.)
4. Check back with clubs to make sure they have taken action and have tracked their actions on the club Manage Membership Leads page. (Refer them to How to Manage Membership Leads for clubs.)

Following these simple steps will create a positive first experience, which can endure even if this person is not a good fit for a particular club.

If you feel the candidate is a good fit for one of your clubs, be sure to assign the candidate's information to a club on the Manage Membership Leads page. All candidates (whether they are prospects, referrals, or relocating members) have a Rotary ID number for tracking and reporting purposes. Forwarding candidates through this page ensures that their contact and other personal information is entered into the club records and that your membership development progress is accurately recorded.

Sincerely,

My Rotary – Club Administration

CLUB ADMINISTRATION

CLUB FINANCES

☆ **Club Invoice**

View your club's invoice, pay dues with a credit card, or update invoice preferences

Club invoice | **Daily club balance report** | **Edit invoice preferences** | **About the club invoice** |
Rotary exchange rates

CLUB & MEMBER DATA

☆ **Update Member Data**

Report membership changes within 30 days, or by 1 January or 1 July, to ensure your club invoice reflects the latest information. Record new member sponsors so they receive recognition.

Add, edit, or remove members | **Add, edit, remove club officers** | **Record a new member sponsor**

☆ **Update Club Data**

Provide club information for the Official Directory.

Update meeting details | **Update mailing address and contact information** |
Edit vendor partner organization

☆ **Manage Membership Leads**

Review your online membership leads for prospective, referred, and relocating or returning members.
Then assign and track your candidates through the membership process – from inquiry to induction.

View or manage leads | **About the membership leads program**

What do you want to do?

I want to... ▼

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🔗 **MY QUICK LINKS**

Click ☆ to add links and ★ to remove links.

★ **Club Giving**
   View reports

★ **Rotary Club Members**
   View list

ⓘ **FAQ & HELP**

Learn how to create a MyRotary account, pay your invoice, update club officers, and more.

FREQUENTLY ASKED QUESTIONS
Club & District Administration
Club Invoice
Paul Harris Society (PDF)

Membership leads: manage

Membership Leads: Opportunities

15,000+ Membership Leads (since 1 July 2016)

Pie chart legend:
- Reviewed inquiry by district — 2%
- Contacted by district — 12%
- Dismissed by district — 2%
- Assigned to club — 21%
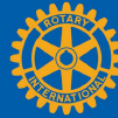- not followed up on by district — 63%
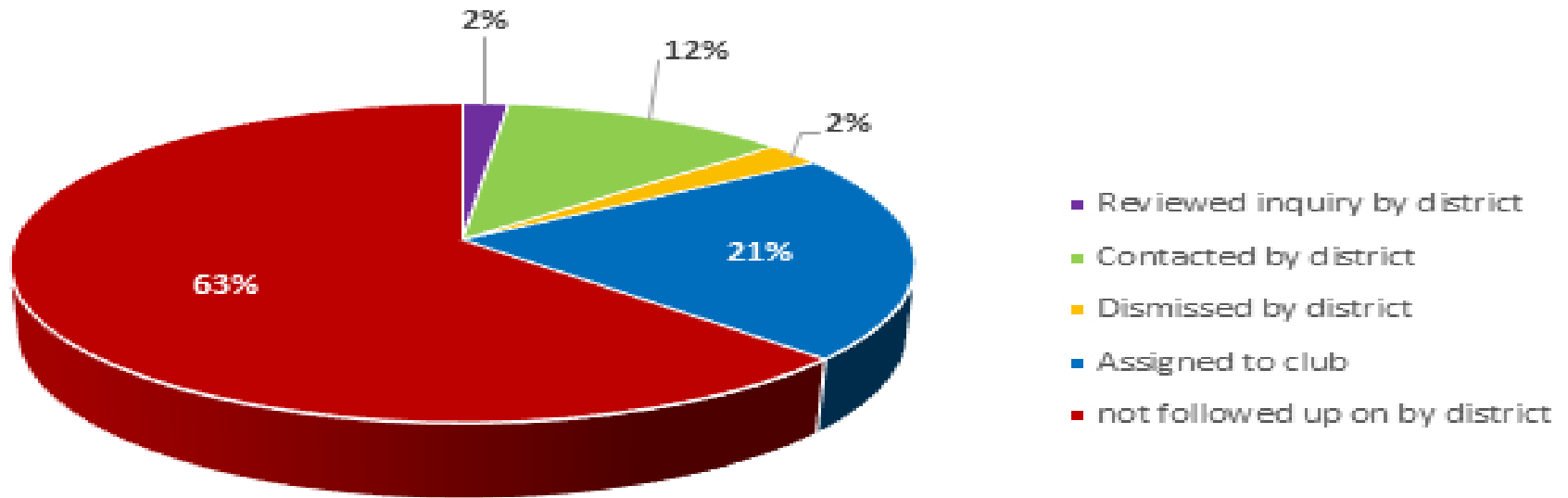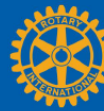
New Opportunities in Membership Candidates:

- 34% are 30-39 years old
- 24% are 20-29 years old
- 31% are female
- Averaging 4 conversions (lead to member) per day

Membership resources

There is no bad membership plan, except the one that does not exist!

If you fail to plan, you are planning to fail!

Thank you for your service!

Rotary

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