



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

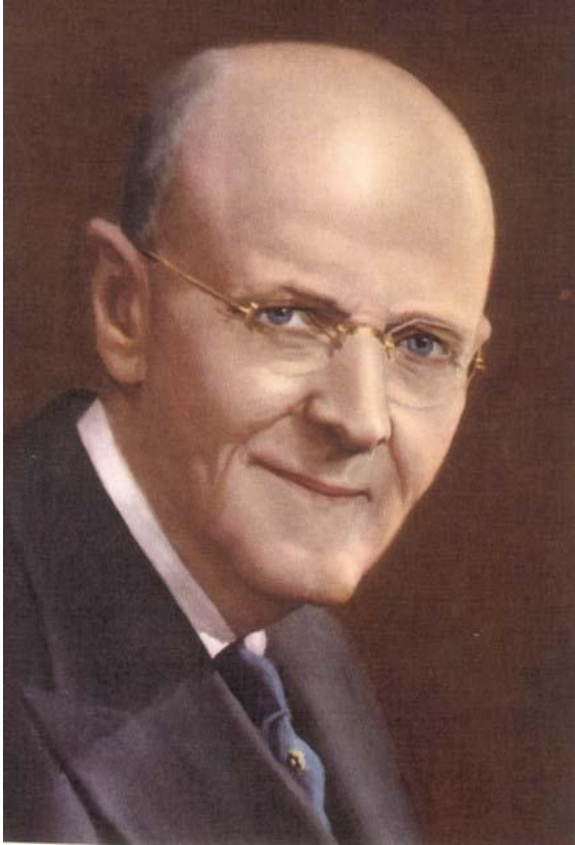
34 Zones

17 Directors

RI President

**The Rotary
Foundation**

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 approved 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?

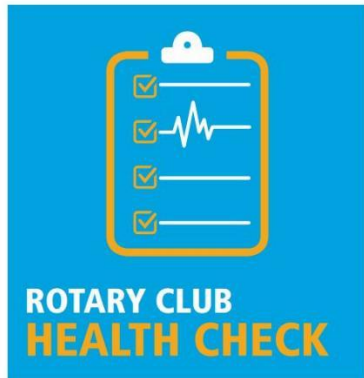
How Many Types of Membership
Are There?

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	<ul style="list-style-type: none">+ Take action to diversify your club using Diversifying Your Club: A Member Diversity Assessment.
Professional diversity	<ul style="list-style-type: none">+ Make your club a microcosm of your community with Representing Your Community's Professions: A Classification Assessment.
Stagnant or declining membership	<ul style="list-style-type: none">+ 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

JOIN ROTARY



WHAT IS ROTARY?

Rotary brings together community leaders from all continents, cultures, and occupations to share their ideas for making the world a better place. By combining their distinct skills and expertise, Rotary members are tackling some of the world's most pressing problems – from local initiatives like feeding the hungry to global efforts like eradicating polio.

It all begins at the weekly club meeting, where members catch up with friends, hear what's happening in their community, and organize club activities and service projects. It's a fun way to connect with the people in your community who share your passion for doing good.

JOIN US!

Please make a selection to get started. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra just

I'm interested in:

- Select -



MEMBER CENTER

www.rotary.org/member-center

JOIN US!

Tell us why you're interested in Rotary and we'll help you get started.

I'm interested in:

- Select -

REFER A NEW MEMBER

Refer a potential member and we'll help connect them to the right club. Only current members can refer new members. To refer someone to your own club, contact your club secretary.

REFER A MEMBER

REJOIN OR CHANGE CLUBS

Did you move, or have your schedule and obligations changed? We can help you rejoin or find a new club.

REJOIN OR CHANGE CLUBS

Membership leads: who is responsible?

DISTRICT

Manage

District Governor

Current District Officers

View

Officers Elect

Immediate Past DG
and Officers

CLUB

Manage

Current Club Officers

View

Officers Elect

Immediate Past Officers

Please note:

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

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



My Rotary

[Rotary.org](#) | [Club Finder](#)



[JOIN](#) | [GIVE](#)

[Exchange Ideas](#)

[Take Action](#)

[Learning & Reference](#)

[Manage](#)

[The Rotary Foundation](#)

[News & Media](#)

[Member Center](#)

Club & District Administration

[Club Administration](#)

[District Administration](#)

[Contributions](#)

[Reports](#)

[Rotary Club Central](#)

Community Marketplace

[Official Rotary Apps](#)

[Club Management Systems & Website Providers](#)

[Marketplace Resources](#)

Brand Center

[Our Story](#)

[Guidelines](#)

[Logos](#)

[Materials](#)

[Ads](#)

[Images & Video](#)

[Strengthening Rotary Resources](#)

Products & Services

[Shop.rotary.org](#)

[Licensed Vendors](#)

[Special Offers](#)

[Rotary Global Rewards](#)

Travel & Expenses

About Rotary

We connect leaders, link diverse perspectives and build lasting relationships to take action in our communities at home and around the globe. Discover who we are, what we do, and how we take on some of the world's most challenging problems.

[Our structure](#)

Learn by role

Learn about Rotary club and district roles, as well as their impact on your community. Find resources and tools that support members in these roles.

[New member](#)

[Trainer](#)

[Club roles](#)

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...



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

MANAGE MEMBERSHIP LEADS

View and manage your membership leads, including prospective, referred, and former or current members who are rejoining or changing clubs. It's an effective way to keep clubs and districts informed about the progress of your candidates.

You are viewing membership leads for **District** 1234

Active and historical membership leads report

SHOW LEADS BY:

PROSPECT TYPE

Any

Any

Relocating or returning member

Prospective member

Referral

STATUS

Any

Any

Club reviewed inquiry

District reviewed inquiry

Staff reviewed inquiry

Club contacted candidate

District contacted candidate

FILTER

CURRENT STATUS

District contacted candidate

▼ Manage status

District contacted candidate

▼ Manage status

District contacted candidate

▼ Manage status

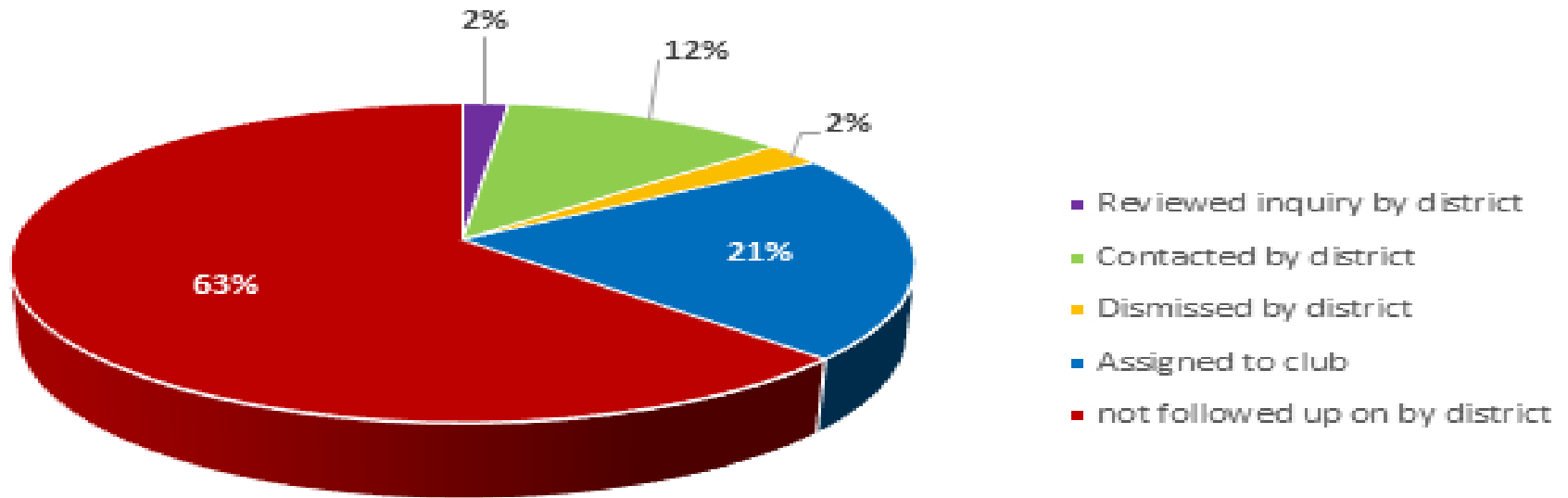
District contacted candidate

▼ Manage status

6-Jun-2016	Prospective member		
3-Jun-2016	Prospective member	▼ Kimiko Glenn	District contacted candidate ▼ Manage status

Membership Leads: Opportunities

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

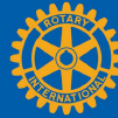


New Opportunities in Membership Candidates:

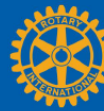
- 34% are 30-39 years old
- 24% are 20-29 years old
- 31% are female
- Averaging 4 conversions (lead to member) per day

Membership resources

HOW TO MANAGE MEMBERSHIP LEADS (FOR DISTRICTS)



HOW TO MANAGE MEMBERSHIP LEADS (FOR CLUBS)



CONNECT TO MEMBERSHIP LEADS



Membership leads route prospective members to you to help you grow your membership. By signing in to your My Rotary account, you can see a list of your prospective, referred, and relocating or returning members all in one place! It's one way we're helping clubs connect with prospective members in their community who want to create positive change.

A PROSPECTIVE MEMBER'S PATH TO MEMBERSHIP



PROSPECTIVE MEMBERS

Rotary processes tens of thousands of membership leads from people around the world who are interested in joining Rotary. These potential members are all around you — they might be Rotary alumni who moved to your area or someone who heard about Rotary in the news or saw your club's billboard.



RELOCATING MEMBERS

Is one of your members relocating or looking to change clubs because of schedule conflicts or other obligations? Keep them active in Rotary by helping them rejoin or find a new club. And be sure to check your leads for members who are moving to your area or looking for a new club to join.



REFERRED MEMBERS

Do you know someone who would make a great Rotarian but isn't in your area or can't meet when your club meets? Refer a member and we'll help them find a Rotary club that works for them. By referring qualified candidates to another club — and acting on referrals to your club — you help strengthen Rotary's ability to do good in the world.



JOIN LEADERS: www.rotary.org/myrotary

64140—(1116)

Creating A Membership Plan

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



Rebecca.Holloway@rotary.org
Art.macqueen13.14@gmail.com