

Building Membership

50 minutes



RELEVANCE: Club presidents should expand awareness of Rotary in their community and promote participation in programs and related activities that attract new members with a focus on adding younger individuals and promoting their engagement and understanding of the work of Rotary.

Learning Objectives: At the end of this session, participants should be able to:

- Identify strategies to attract new members on a continuing basis.
- Understand the differences between:
 - **Community Corps** - a group of non-Rotarians who share our commitment to changing the world through service projects. RCC members plan and carry out projects in their communities and support local Rotary club projects.
 - **Satellite Clubs** - Satellite clubs provide another option for creating Rotary clubs. A satellite club functions as a short-term, transitional step on the way to becoming a full, independent Rotary club. This allows interested persons to become Rotarians without meeting the requirement of having at least 20 persons to organize a separate Rotary club. Rotarians who are absent from regular Rotary club meetings can make these up by attending satellite club meetings.
 - **Alumni** - Rotaract You are an alum if you participated in any of the following programs: [Interact](#), [Rotaract](#), [Rotary Youth Exchange](#), New Generations Service Exchange, [Rotary Youth Leadership Awards](#) (RYLA), [Rotary Peace Fellowships](#), [Rotary Scholarships](#) (funded by global grants or district grants), [vocational training teams](#) (members and leaders), Ambassadorial Scholarships, Grants for University Teachers, Group Study Exchange (members and leaders), and Rotary Volunteers.
 - **Interact** - Interact clubs bring together young people ages 12-18 to develop leadership skills while discovering the power of Service Above Self. Find out how serious leadership can be seriously fun.
 - **Rotaract** - Rotaract clubs bring together people ages 18-30 to exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service.

Key Ideas:

1. Vibrant clubs attract new members who want to make a difference.
2. Appoint a strong, diverse club membership committee to implement strategies to achieve your membership goals.
3. Review your club's [membership reports](#) to analyze trends.
4. Use the [Membership Diversity Worksheet](#) and the [Identifying Prospective Members Worksheet](#) to identify the demographics missing from your club and develop a pool of prospective members.
5. Analyze your club's record for bringing in new members and see what you're doing well and what could be improved.
6. Enhance your club's image on social media to showcase community events and attract potential members.
7. Consider those who've recently retired, former Rotary members, young professionals, Rotaractors, and Rotary alumni, and then customize your approach based on each group's needs.
8. Develop no-pressure methods to engage prospective members.
9. Use the online [membership leads](#) assigned to your club to engage prospective members.
10. Remind clubs that they can abandon traditional practices that may be unattractive to guests and other prospective members.

Resources

- [Lead Your Club: President](#), Chapter 5, Strengthening Your Membership
- [Finding New Club Members: A Prospective Member Exercise](#)
- Membership [courses](#) in the [Learning Center](#)
- [Impact Begins With You brochure](#) for prospective members
- [Strengthening Your Membership: Creating Your Membership Plan](#)
- [Membership page](#) on My Rotary
- [Membership Minute](#) e-newsletter for the latest membership strategies and resources
- [Reconnect](#) e-newsletter for alumni information and updates

Discussion Questions

What are your community's demographics? How do you find this information?

How would you describe the diversity of your club based on gender, age, ethnicity, and profession?
How could you make it more diverse?

Who should your club's membership include in three years? In five years?

How would you define the benefits of being a Rotary member? How do these align with prospective members' interests?

What attracts new members to your club?

How can you make your club more flexible so that it appeals to new members?

If you were joining Rotary today, would you still join your club?

How can you use direct marketing, print media, and social media (for example, Twitter, Facebook, and LinkedIn) to attract new members? What types of personal connections might lead to prospective members?

What does your club do with online membership leads?

How do you evaluate prospective members?

How do you recognize Rotarians who bring in new members?

What goals do you envision for your membership committee?