



# **Nurturing Clubs & Member Engagement**

## **District Membership Chairs Education Session**

**Zones 25B & 29 Institute – Houston, Texas**  
**September 9, 2021**

**Andy Hagan, Assistant Rotary Coordinator**



# ANDY HAGAN

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- Assistant Rotary Coordinator
- Past District Governor 5930
- District 5930 New Club Development Chairman
- District 5930 RLI Chair
- Supporting Districts 5840, 5890, 5910, and 5930

A woman with long blonde hair, wearing a grey cardigan over a striped shirt, is smiling and holding a yellow fruit. She is standing in front of a wooden crate filled with various fruits, including oranges and plums. In the background, there are other people, including a man in a white shirt and sunglasses, and a sign that says "HOPPERS ON-SITE". The scene is set outdoors, likely at a farmers market or a similar community event.

# **NURTURING CLUBS AND MEMBER ENGAGEMENT**

# YOUR ROLE IN SUPPORTING NEW & EXISTING ROTARY CLUBS

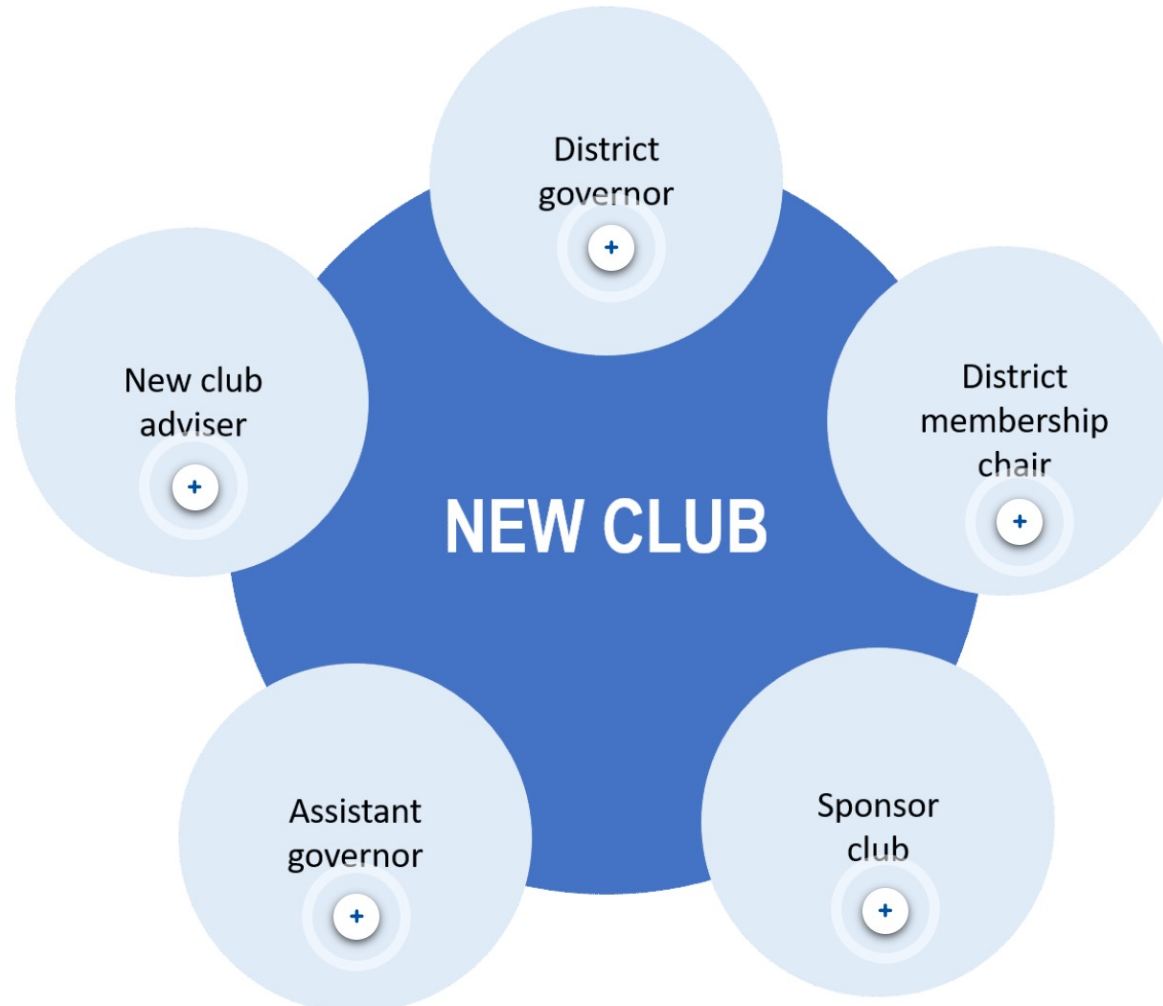
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Nurturing clubs is a key responsibility of:

- District Membership Team, New Club Development Chair, & Rotary Club Sponsors
- District Governor, Assistant Governors, and the District Leadership team all play an important role in Rotary & Rotaract Clubs' overall success.



# NURTURING CLUBS: ROLES & RESPONSIBILITIES



# DISTRICT MEMBERSHIP CHAIR

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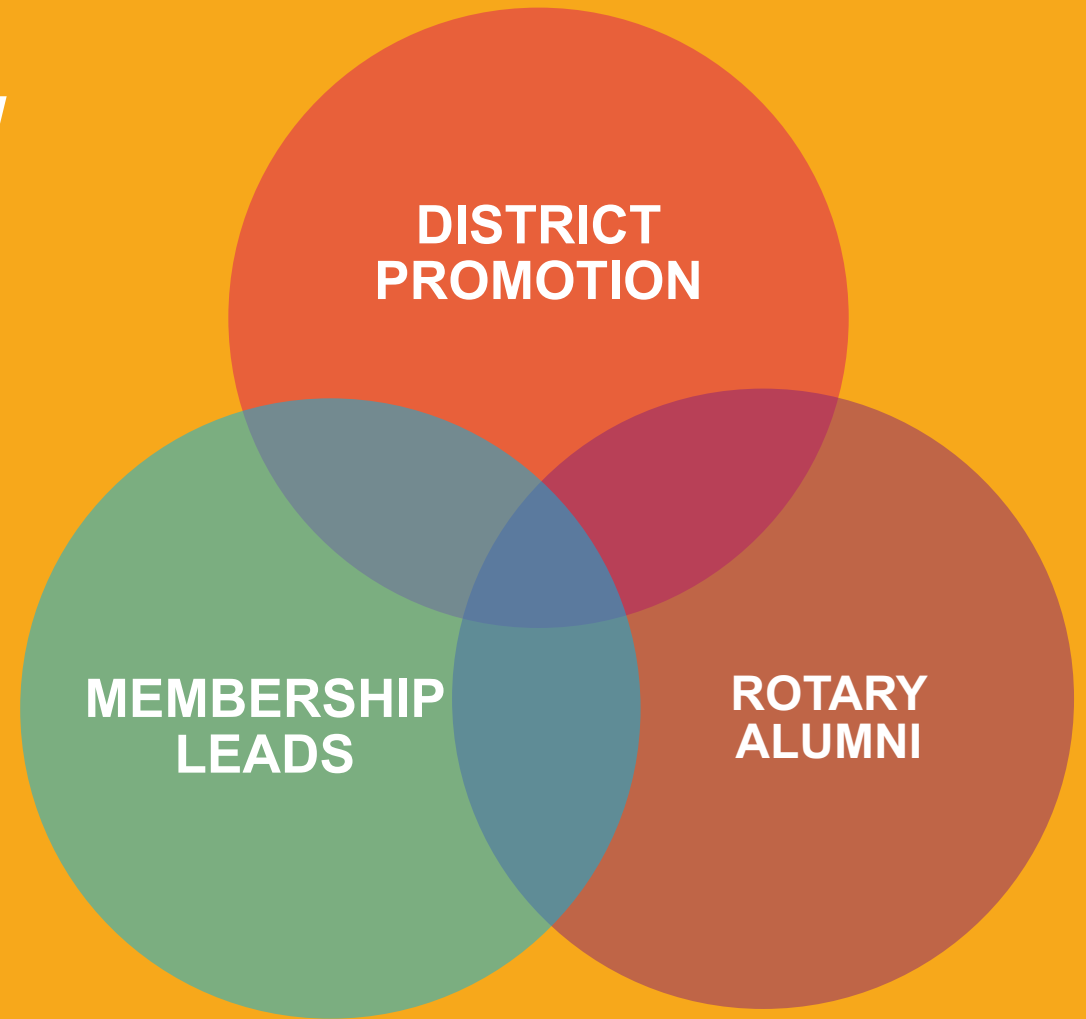
- Reviews membership trends to identify opportunities to engage district leadership
- Supports new & existing club leadership with the help of the District Governor & District leadership team
- Assists with informational & organizational meetings for prospective & new clubs
- Identifies & trains club leadership and club membership chairs
- Encourages clubs to create new member orientation & membership development plans

# DISTRICT MEMBERSHIP TEAM ROLES

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- Discuss ways to recruit new members to charter new clubs & grow club membership
- Assist with informational and organizational meetings
- Connect club leaders with district & RI resources as needed

# FINDING NEW MEMBERS





# HOW TO CHAMPION CLUB DEVELOPMENT

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- Help Craft the Message - Why join Rotary?
- Invite people you know to community service projects, socials, and club meetings
- Reflect the community by inviting prospective members with diverse backgrounds

# ENGAGING NEW MEMBERS



# UNDERSTAND WHERE YOU FIT IN

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- Help Clubs Understand how they fit into the larger Rotary World.

# HOW TO KEEP MEMBERS ENGAGED

- Find the Passion & Connect it to Impactful Club activities [THINK BIGGER!!!]
- Align Personal and Professional skillsets in enjoyable ways to benefit the club, the community, the world, and themselves!



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Tell me and I forget.  
Teach me and I may remember.  
Involve me and I learn.



# PLANNING FOR THE FUTURE

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Rotary clubs that want to thrive and grow need to plan for the future.



- Facilitate Development of a Club Vision and Multi-Year Plan
- Attainable Membership, Foundation, and Service Goals & Action Plans
- Identify Sustainable & Impactful Community & International Service Projects
- Encourage a Club Culture where Members Volunteer for Club Leadership Positions with leadership development opportunities
- Create a Club Leadership Succession Plan (Minimum 3 Years)

If you don't know  
where **you are going**,  
you might wind up  
**someplace else.**

– *Yogi Berra*





QUESTIONS?

**Thank You !**





**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

<https://my.rotary.org/membership>

<https://rotaryregion36.org>

