



Welcome Rotary Districts of Texas & Oklahoma

5730 | 5770 | 5790 | 5810 | 5840 | 5870 | 5890 | 5910 | 5930

Enhance Participant Engagement & Membership Leads

Rotary Multi-District Training Institute (RMDTI)

Membership Champions | A Focus on Membership

July 31, 2021

<https://rmdti.org>

Rotary 

2021-22 Rotary Coordinator Team

Region 36 (Zones 25B & 29)



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ENHANCE PARTICIPANT ENGAGEMENT



Rotary's Action Plan: Priority 3

- Enhance engagement with an emphasis on leveraging technology among Interact, Rotaract and Rotary club members and other Rotary participants.
- Increase collaboration between all participants, in particular between Rotary clubs and Rotaract clubs.
- Use our core values as a focus for engagement.
- Enhance engagement through business networking opportunities amongst Rotary participants.

Rotary Coordinators 2021-22 Goal 3

- Achieve a **membership retention** rate of at least **95%** in each district by helping district leaders engage members.

What do YOU think is the
#1 reason members leave?

Unmet Expectations

Club Environment

Cost &/or Time



What is the #1 thing that
inspires YOU to be engaged?

Professional Development

Fellowship & Social Events

Impactful Service Projects





Susan "Suzi" C. Howe

Director 2020-22 Zones 25A, 25B & 29
Rotary Club of Space Center (Houston)
Texas, USA

WHY MEMBERS LEAVE



30%

Cost and/or time



23%

Club environment



19%

Unmet expectations

WHAT MEMBERS WANT

1. Local community service
2. Friendship & fellowship
3. Professional development opportunities

ENHANCE PARTICIPANT ENGAGEMENT

**10 MINUTES in
Small Groups**

Small Group Activity

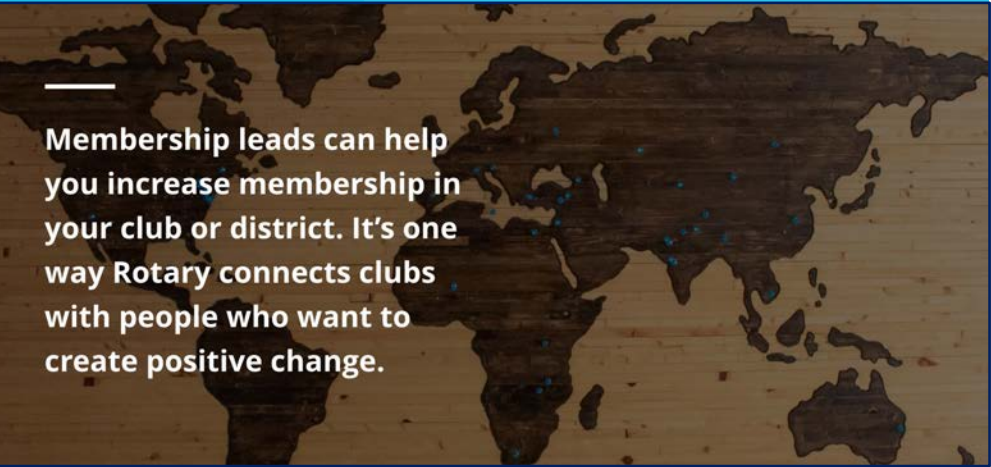
Discuss ideas and strategies to
improve engagement and
retention in your district

01

02

Time to Share in large group

EXPAND OUR REACH



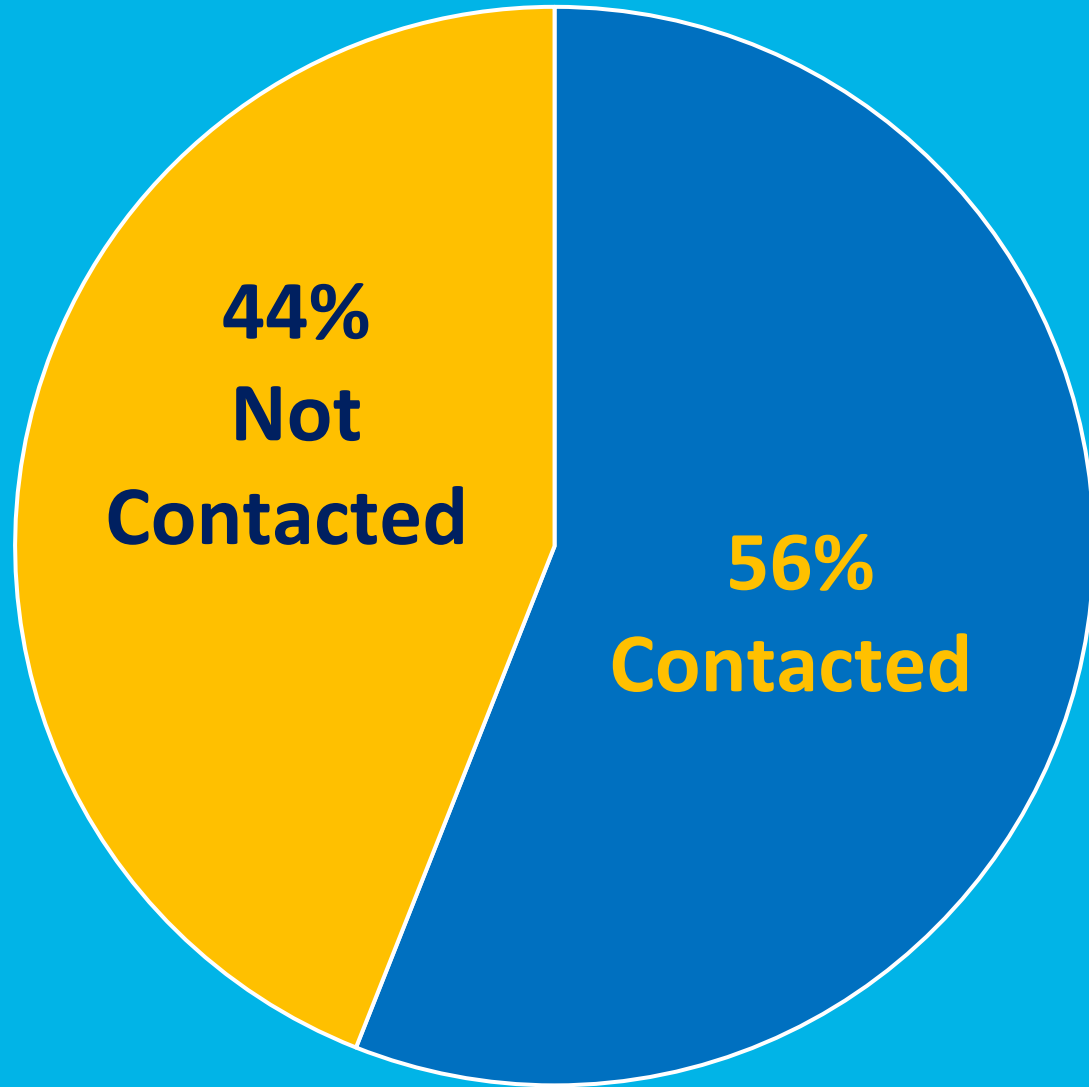
Membership leads can help you increase membership in your club or district. It's one way Rotary connects clubs with people who want to create positive change.

Rotary's Action Plan: Priority 2

- Grow Rotary membership to 1.3 million by:
 - **Increasing and diversifying participant base** by starting new and innovative clubs and **participant engagement channels.**
-

Rotary Coordinators 2021-22 Goal 4

- Ensure that district leaders follow up on 100% of **membership leads.**



Contact Rates

2020-2021

Annual Report

44% Not Contacted

Membership Leads

- Learning Center Course
- Annual Report
- District Report Cards
- Communication Responses
- Idea Exchange - Tracking Methods



SUMMARY

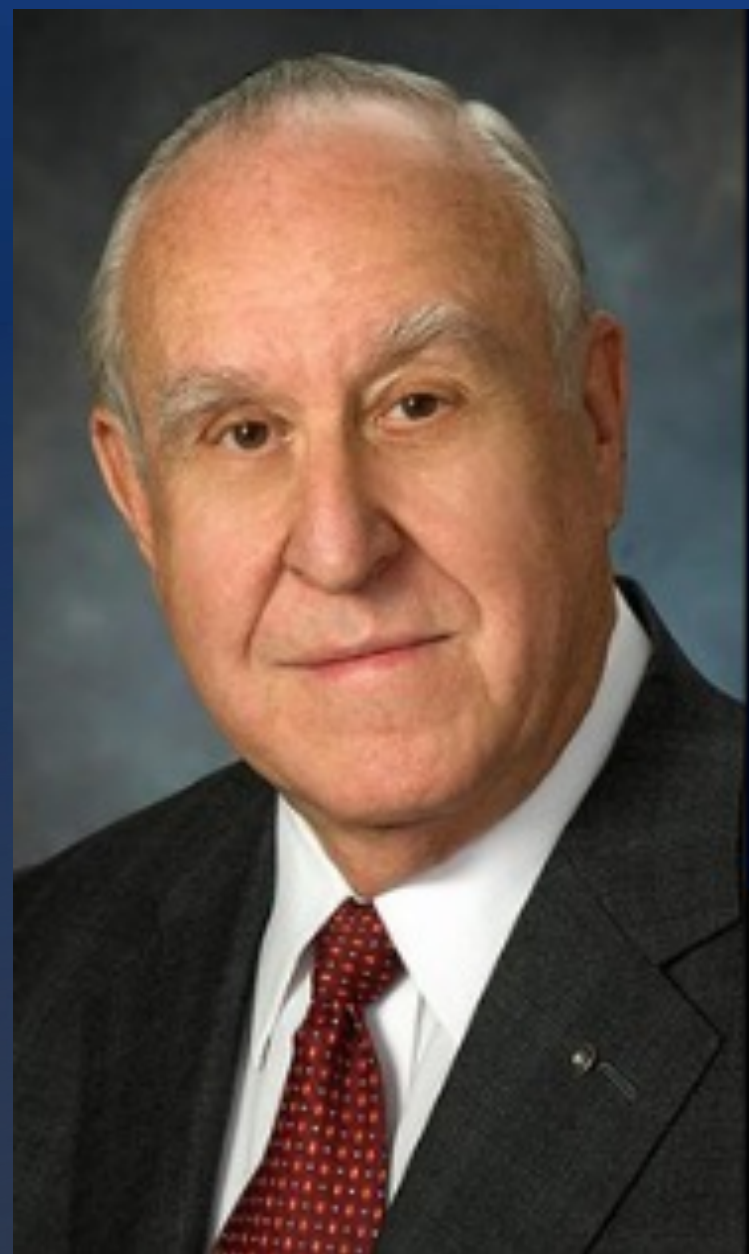
When clubs and districts check their membership leads on My Rotary frequently, follow up on their leads, and update leads' status, it helps our clubs grow by adding diverse and inspired members who have fresh ideas and energy.

This increases our impact.



**Membership
Leads
QUESTIONS**





John Germ
The Rotary
Foundation Board
of Trustees Chair
2021-2022

MEMBER SINCE 1976
ROTARY CLUB OF CHATANOOGA
(TENNESSEE, USA)



RESOURCES

www.rotary.org/membership

FINDING NEW CLUB MEMBERS



Clubs around the world approach member recruitment in very different ways. Customize this exercise to make it appropriate in your region.

Asking your fellow members about people they know in the community who would be assets to the club is an important step in membership growth. Prospective members are likely to rely on the experiences and opinions of their friends, family, or colleagues when considering joining an organization like Rotary.

Encourage others to invite prospective members to club meetings, service projects, and events so they can see how your club helps the community and provides opportunities to form connections and friendships. It may take a few conversations or several visits for prospective members to get a full understanding of Rotary and how they could benefit from membership. It's important to allow that time to make sure that it's a good fit for everyone involved.



Two out of every three prospective members who are referred by a Rotarian join Rotary. If a prospect can't join your club but is interested in Rotary, help Rotary grow by referring him or her to another club.

OUTCOME

Identifying prospective members and actively recruiting them will help your club:

- Develop a pool of potential candidates for membership
- Determine how to introduce prospective members to your club
- Get new members who are well vetted and more likely to stay

GETTING ORGANIZED

Set aside time for members to complete the worksheet on page 3.3 at one of your club meetings. Typically, this exercise works best at the beginning of a Rotary year, when annual membership goals have just been set, or in March, when the incoming president is planning for the next Rotary year.

CLUB TYPES, FORMATS, AND MODELS



CLUB MODEL: Finally, determine the approach or elements your club will offer. You can choose a model below or design your own.

Club model	Description	Appeals to
Traditional	The traditional club experience includes having a meal, hosting a speaker, and practicing traditions that members value; traditional clubs often have higher dues because of venue and meal costs Read about a successful traditional club.	People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community
Passport	A club that allows members to attend other club meetings frequently as long as they attend a specified number of its own meetings each year Read about a successful passport club.	People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people Learn more in the Guide to Passport Clubs .
Corporate	A club whose members (or most of them) work for the same employer Read about a successful corporate club.	Employees of one organization who want to do good in their community
Cause-based	A club whose members are passionate about a particular cause and focus their service efforts in that area Read about a successful cause-based club.	People who want to connect with others while addressing a particular set of problems
Alumni-based	A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians Read about a successful alumni-based club.	People who have participated in Rotary
Interest-based	A club that focuses on a particular interest or hobby Read about a successful interest-based club.	People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members
International	A club whose members are expatriates or who speak a common language other than the primary language of their district, or an online club whose members are from different countries Read about a successful international club.	Expatriates who want to connect with each other using a common language, or those who want to connect with people from all over the world or want other international experiences from their club meetings



RESOURCES

www.rotary.org/membership

What's New in Rotary Leads on My Rotary: March 2021

We're always working to support your efforts to grow membership, and we're making the Membership Leads page on My Rotary easier for club and district leaders to use. You'll find several new features:

- 1 Notification emails about new candidates will provide more information, including why they want to join Rotary. A link in this email will take you **directly** to the candidate's record on My Rotary (login required).
 - 2 Notification e-mails will be sent to district membership chairs, with a copy to the governor.
 - 3 Assistant governors will receive notification emails **ONLY** when a candidate is assigned to a club in their group.
 - 4 Rotary will **automatically update** a prospective member's initial status once their record has been reviewed. All subsequent status updates need to be made by club and district leaders through My Rotary.
 - 5 Districts can add candidates **directly** to their lead lists on My Rotary. First-time users will get a pop-up tutorial introducing them to this feature.
 - 6 All Rotarians can use My Rotary to refer prospective members **to their own clubs** in addition to clubs in another community or Rotary district.
- New options for reconciling membership records:
- District leaders can select "Club admitted candidate" to indicate that the person has joined Rotary.
 - Club leaders can indicate when a candidate has become a member using a tool like ClubRunner or DactDB.
 - Remember that all records should be updated within 30 days of someone joining your club.

Tell us what you think of these updates using the new feedback feature at the bottom of your leads-related pages in My Rotary!

ENGAGEMENT:

KEY TO RETENTION

OUR BEST RESOURCES ARE
EACH OTHER!

- Impactful service projects
- Variety of activities
 - Social events
 - Leadership development
 - Mentoring
 - Professional development
 - Family-friendly
- Assess your members & listen to prospective members



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

[Rotaryregion36.org](https://my.rotary.org/membership)

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

