



## Part I: Engaging Members



### ***Prior to the Session***

1. Collect materials needed for session – Chart paper; markers; Post It notes; index cards.
2. Prepare Chart Paper with Strong Club; High Impact Club; Older Club; Struggling Club; Fun Club; Other.
3. Prepare fun, unique ways to create partners and groups.
4. Preview the RI Membership materials to which this session refers.
5. One of the activities will require being able to get online to [rotary.org](http://rotary.org). Make sure the facility has that capability.
6. *Please be careful that the content does not overlap the content in the My Club and Beyond Session. Might be good to read through that session.*

#### ***Session Goals***

Identify the value of engaging our members

Discuss ways that I can be involved in club activities

Explore options for engagement

#### ***Materials***

Insert EM-1: Good to Know

Insert EM-2: Ideas for Engaging Members

Insert EM-3: Membership Survey

### ***Begin the Session***

- Introduce yourself and session.
- Orient participants to the materials.
- Review Session Goals and where this course fits into the Membership curriculum of RLI.
- Point out “Good to Know – Insert EM-1” and where to find referenced materials.

Note: *The participant manual contains some resources that are not directly used in this session but provide relevant resources for participants.*

### ***Warm-up – Partner Up***

#### **Prompt 1 – Start with a warm-up activity.**

- Instruct participants to form partners using a novel, fun method.
- Direct the partners to conduct interviews with each other using the questions –
  - When did you truly become a Rotarian? (Share your Rotary Moment)



## Follow-up

Ask for two or three participants to share any thoughts that came up during their discussion.

*NOTE: Doing this with home clubs may be very illuminating and even reignite the passion in some as to when they truly became a Rotarian and why they continue to be a Rotarian. Try adding this to the beginning of a Club Assembly.*

*Since up to this point the only facilitation techniques used have been partnering and discussion, the session will work as easily with small groups as larger ones.*

## Discussion

- Pose the following questions to the group:
  - What does it mean to ENGAGE people?
  - Why is it important to ENGAGE MEMBERS?
- Brainstorm a list and record on newsprint or whiteboard

**Prompt 2 – Let’s talk about ENGAGING MEMBERS. Think about what it means to you to ENGAGE people. What are some reasons why it’s important to ENGAGE your Rotary club members? I will collect your thoughts on the newsprint. [Allow 5 minutes for the group to offer their thoughts].**

It has been found that ‘newer’ Rotarians (< 3 years) stay in Rotary to:

1. Serve their community.
2. Network.
3. Represent their vocation.
4. Develop leadership skills.

**Let’s check out one of the tools we have to help us in our efforts to ENGAGE members.**

- Sign on to My Rotary using your personal Rotary username and password ([www.rotary.org](http://www.rotary.org) – Then click on My Rotary and sign in)
- Inform the group about the Learning Center tool available from Rotary International
- Click on the box “**View Membership Courses**”
- Find “Best Practices in Engaging Members” (should be the first box in the first row). Now ENROLL. Click on the first option – Engaging Your Members



## ***Group Activity – Engaging Members***

Point out the six (6) categories on the left-hand side of **Insert EM-2** page. Explain that the group will divide into six groups and each group will explore one of the categories and find one idea that appeals to the group in terms of how they might engage members in their club.

- Using a fun way, divide the participants into six groups
- Assign each group one of the six topics
- Direct the groups to spend some time exploring the online information pertinent to the topic assigned
- Tell them that their task is to identify one idea that ‘speaks to them’ on how they might engage new members in their club

Give the group 10 minutes for this activity. Bring the group back together and in Round Robin fashion ask each group to share the idea they chose.

## ***Membership Satisfaction Exercise***

- For this activity, you will need markers (large and small), Post It notes (medium to large if possible), index cards and prepared newsprints (Strong Club; High Impact Club; Older (age) Club; Struggling Club; Fun Club; Mediocre; Other) posted around the room,
- Direct participants to write their club’s name on a Post It and then choose one of the types of clubs listed on the posted newsprints and place their Post It on the appropriate newsprint.

**Prompt 3 – Write your club’s name on a Post It. Look around the room at the different characterizations of Rotary clubs. Moving clockwise around the room, decide which one best describes your club and post your note on that sheet. [Pause until all posts are made.] Why did you make the choice you made? [take one or two examples]**

**Group around the type of club with which you identified.**

- Direct each group to talk among the members that also related to that club characterization.
- They will then choose one challenge which that type of club encounters.
- Have groups arrange to sit together and discuss.

**Prompt 4 – Discuss the challenges faced by your club ‘type’. Choose one to work on together and write it on an index card.**



**Prompt 5 – Pass your ‘club situation/challenge’ to the group on your left. It is the task of that group to come up with one or more viable solutions to the challenge given. You will have five (5) minutes.**

- Bring the whole group back together and share their small group findings
- Repeat Prompt 6 as time permits to develop a variety of ideas to address challenges faced by clubs
- Return cards to the original group

*NOTE: For small groups and/or social distancing requirements there are a couple options –*

- *Choose one (or two) club types which best describe the club types represented in the room and proceed through the activity. If only one club type, ask one individual to summarize a challenge and pass to the next person for a solution.*
- *Use a group discussion format instead of dividing into groups*
- *If there is only one person for a given club type, direct that person to go stand with the group at his/her second choice*

**Prompt 6 – Sometimes it can be difficult to know if your club members are engaged. Rotary provides many resources to help figure out how your members feel about what is going on in the club. Take a moment and look at Insert EM-3: Membership Satisfaction Survey.**

We will not take the time to fill it out now, however it would be beneficial for you to take this back to your home club and administer it to club members. It is available as an online survey (along with many other club assessment tools) on the Rotary International site. You can gain great insights into ways to pinpoint issues and discover workable solutions.



## **Summary**

Considering the discussions in which participants engaged during the session, pose the following question for their reflection. Have them take a minute to think about it and make a note of their thoughts in the participant book.

**Given our discussions today and any insights you may have gained, what practical suggestion(s) do you want to take back to your club?**

Additional Resources can be found on the RI Website including:

- Membership PowerPoint - <https://my-cms.rotary.org/en/document/state-membership-presentation-july>
- Promotional Video - <https://tinyurl.com/Rotary-Connections>
- Membership Resources on Rotary International Website – too many resources to mention here. Go to the site and explore!



## **Insert EM-1: “Good to Know” Information for Engaging Members**

- "Engaging Members" is Rotary-speak for what clubs need to do to retain existing members.
- Fair question: Are Rotary Clubs membership organizations that do service or are they service organizations that have members?
- Rotarians who feel they are obtaining value for their time, energy and money are more likely to remain in their Rotary Club and be productive members.
- Rotary Clubs that have fun together are more likely to retain their members.
- Rotary Clubs that accomplish things together are more likely to retain their members.
- Clubs are given great flexibility to design dues, meeting and attendance structures that will meet their members' needs.
- Clubs can now form Satellite clubs that meet on different days with different cost and requirement structures.
- E-Clubs are available to all Rotarians, and many are geographically located within district or zone boundaries.
- A sizable portion of club dues in most clubs is for food.
- For 2025-2026 in North America annual, per-person RI Dues are \$82.00, plus \$1.50 for The Council on Legislation, plus \$18.00 for Rotary Magazine, plus about \$6.00 (varies by locality) for General Liability and Directors & Officers Insurance, for a total of \$107.50 annually, per Rotarian.
- Rotary District Dues vary in amount. Anecdotally, an average is between \$50.00 and \$70.00 per Rotarian annually, depending on the district.



## **Insert EM-2: Key to Engaging Members:**

**Background Information:** Rotary International (globally) has an **attrition rate of 14.4%**. Zone 33 has an attrition rate of 14.9%, with Zone 34 at 14.4%. Looking at Districts, average attrition rates fall in a very tight band - all Zone 33 districts but one are within 2% either side of the Zone average. clubs, on the other hand, vary widely.

Tools are available to determine the exact attrition and therefore the number of new members needed for growth each year. Use this tool to aid your club's membership committee. The Membership Growth Index - <https://tinyurl.com/Membership-Growth>. Additional tools are available on the RI website.

**Ideas for Engaging Members: Rotary International Learning Center** [Membership | My Rotary](#)

1. Making New Members Feel Welcome
  
  
  
  
  
  
  
  
  
2. Getting All Members Involved
  
  
  
  
  
  
  
  
  
3. Making the Meetings Worthwhile
  
  
  
  
  
  
  
  
  
4. Inspiring Action to Make a Difference
  
  
  
  
  
  
  
  
  
5. Building Personal Connections
  
  
  
  
  
  
  
  
  
6. Implementing More Creative Options



## Insert EM-3: Membership Satisfaction Survey (RI)

This survey focuses on your day-to-day experiences in our Rotary club. Your input is valuable and will be used by all of us to make our club even better. There are no right or wrong answers; we simply ask for your honest opinions. Thank you for taking this survey.

1. Overall, how satisfied are you with your membership in our Rotary club?

- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Dissatisfied

2. Considering our club's **culture, members, and meetings**, indicate your agreement with the following statements.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
Club meetings are a good use of my time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club does a good job involving new members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club's members care about one another	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

  

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
My club actively seeks to involve all members in projects and activities according to their interests, skills, and availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of fundraising activities is appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





3. How would you rate the following aspects of our **weekly meetings**?

	Excellent	Good	Fair	Poor	Very poor	N/A
Rotary International updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time for socializing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional connections and networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of program topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting time and day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals or refreshments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speakers and programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. What are your opinions about our club's **service projects**?

	Just right	Too many	Too few
Total number of service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of community service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of international service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

  

	Agree	Disagree	No opinion
Service projects are well organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service projects make a difference in the community or the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service projects are meaningful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Thinking about **communication** and **responsiveness** in our Rotary club, indicate your agreement with the following statements.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
My club does a good job communicating to members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club does a good job listening to members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club seeks input and ideas from members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club regularly acts upon members' input and ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am comfortable with the pace of change in my club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club works to update club processes and rules to meet the needs of its members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

  

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
I feel welcome in my club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make valuable connections through my club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club provides opportunities to use my talents and skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My experience as a member is worth the money I spend on Rotary participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My experience as a member is worth the time I give to Rotary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My family sees value in my Rotary membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My friends see value in my Rotary membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through Rotary, I make a difference in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through Rotary, I make a difference in the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



7. Indicate your agreement with the following statements about **club engagement**.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
I invite my friends, family, and colleagues to club events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I invite qualified prospective members to join my Rotary club	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I frequently participate in my club's activities, projects, and programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm proud of my Rotary club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Thinking about the **costs** associated with club membership, how would you rate the following?

	Too low	Just right	Too high	Not applicable
Club dues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals at weekly meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club fines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club assessments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Requests for donations for service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Requests for contributions to The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>