

DISTRICT MEMBERSHIP COMMITTEE

PURPOSE

Under the direction of the governor, the committee will identify, promote, and implement membership strategies that will result in membership development and growth, and the formation and support of Rotary and Rotaract clubs within the district.

APPOINTMENT AND TRAINING OF CHAIR

To be effective, the district membership committee must have continuity of leadership; therefore, the committee chair shall be appointed for a three-year term, subject to review, with documented agreement of the governor, governor-elect and governor-nominee for their term of service.

QUALIFICATIONS OF MEMBERS

The chair must have significant knowledge of, commitment to, and experience with membership attraction and engagement activities.

Preference should be given to Rotarians and Rotaractors who have been successful in inviting new members to join Rotary or Rotaract, implementing membership programs, have been active and successful in establishing and nurturing new clubs, and who are members of clubs that have diversified membership.

Consideration should be given to those who have served as chairs of club committee(s) related to membership.

Districts may wish to designate subcommittee chairs to focus on attracting new members, engaging members, and developing new clubs. District membership chairs who are interested in establishing these optional subcommittees should work with their district governor to appoint a district member attraction subcommittee chair, district member engagement subcommittee chair, and district new club development subcommittee chair in My Rotary. Members appointed to these positions will be granted the same level of reporting access as the district membership committee chair.

LEARNING & DEVELOPMENT OPPORTUNITIES

In addition to the chair, as many committee members as possible should complete the [District Membership Committee Intermediate](#) learning plan designed specifically to support your work (My Rotary login required). Completing the learning plan is required in order to be reimbursed for [eligible membership activities](#).

DUTIES AND RESPONSIBILITIES

1. ASSIST CLUB MEMBERSHIP COMMITTEE CHAIRS IN CARRYING OUT THEIR RESPONSIBILITIES OF ATTRACTING NEW MEMBERS AND ENGAGING EXISTING MEMBERS

Best Practices:

- Work with your district member attraction and district member engagement subcommittee chairs, if appointed
- Build skills and capacity by exploring the online learning plan for membership
- Assist club membership committee chairs in carrying out their [responsibilities](#)
- Ensure they have necessary [membership resources](#) available from My Rotary
- Encourage membership changes be recorded and reported promptly to Rotary headquarters
- Champion ways for clubs to become more diverse, equitable and inclusive, including making sure to [represent the demographic composition of the community's professionals](#)
- Assist in recruitment and retention efforts that will help a club achieve its membership goals, paying special attention to smaller and weak clubs

2. MANAGE PROSPECTIVE MEMBERS THROUGH THE MANAGE MEMBERSHIP LEADS PAGE ON MY ROTARY

Best Practices:

- In consultation with assistant governors, manage the district level process of assigning candidates to clubs
- Learn about the platform and the [resources](#) available to help you manage the process
- Cultivate relationships with these prospective members
- Assign them to the appropriate club based on their interests and existing club cultures
- Follow up with clubs along the way, especially those who are not updating a candidate's status in a timely manner
- Celebrate clubs who are following up with the members assigned to their club
- Champion this prospective member tool as a viable channel for achieving district membership goals and growing Rotary

3. ASSIST IN ORGANIZING, ESTABLISHING AND SUPPORTING NEW AND DIFFERENT TYPES OF CLUBS, WHERE ROTARY IS CURRENTLY NOT PRESENT, AS WELL AS IN AREAS WHERE ROTARY IS ALREADY ACTIVE

Best Practices:

- Work with your district new club development subcommittee chair, if appointed
- Consider communities without Rotary clubs that have a population capable of meeting the requirements for chartering a new club
- Embrace [new models](#) that can meet the needs of those not currently being served by Rotary
- Work with existing clubs to determine where additional Rotary clubs could be established without detracting from service already provided
- Develop a plan for nurturing clubs to ensure they thrive, including the recommendation of new club advisors who serve for a three-year term

4. COMMUNICATE COMMITTEE PROGRESS, CHALLENGES, AND OPPORTUNITIES WITH YOUR ROTARY COORDINATOR AND DISTRICT GOVERNOR ON A REGULAR BASIS

Best Practices:

- Share stories of membership success
- Support any district wide membership development activities
- Provide updates on the state of membership in your district