**KICK-START YOUR**

**NEW MEMBER ORIENTATION**

**(45 minutes)**

## Relevance: Research shows that clubs with a new member orientation have higher member retention rates.

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| **Panel**  R:\COMSHARE\FProd\ FOR WEB\PDFs\Leadership Dev\Leaders Guide Icons\Interactive-Panel_2.png | * Best for sharing expert opinions * Can be consecutive presentations and interactive, with questions from participants * Moderated conversations can still be interactive |

### Learning objectives

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

* Identify aspects of new member orientations to add to their club’s program
* Develop an effective orientation for new members

**Before the session**

* Ask 3-5 past club or district membership chairs and a newer member (1-2 years) to join your panel and discuss their new member orientations; assign your panel a specified amount of time and a presentation topic from the list, below the Resources section.
* Decide how you want your panel to run:
  + Each panelist could give a short presentation followed by questions from attendees.
  + A moderator can ask questions of each panelist and seek questions from attendees.
  + A moderator could ask attendees, at the end of the session, to discuss a question in pairs or think of ways to use an idea they learned.
* Communicate regularly with panelists before the session, making sure the presentations are the right length and not redundant.
* Emphasize to panelists that the session is interactive, and that they can ask questions of one another, take questions from the audience, or ask attendees to do something.
* List 3-5 questions to ask each panelist for a range of viewpoints on a topic.
* Plan ways to shift from one speaker to the next, allowing interaction during the transition.
* Make sure you have the materials you need.
* Review the resources listed below.

### Resources

* [Introducing New Members to Rotary: An Orientation Guide](https://www.rotary.org/myrotary/en/document/572)
* [New Member Welcome Kit](https://shop.rotary.org/new-member-welcome-kit-426)
* [Customizable club brochure](https://brandcenter.rotary.org/en-GB/App/Approval/AdrenalineTemplate/Details/4?RedirectUrl=%2Fen-GB%2FApp%2FApproval)

### Presentation topics

Give your panelists one or more of these topics:

* What to cover with prospective members, compared with new members
* Designing your new member orientation program
* Mentoring new members
* Ways to involve new members in your club
* Making Rotary fun for new members
* New member orientation success stories

**During the session**

* Welcome attendees and introduce yourself and the panelists.
* Review the learning objectives and encourage attendees to ask panelists questions during the session.
* Highlight these key messages:
  + A successful Rotary orientation begins before the prospect joins and continues through the various stages of membership.
  + Give prospective members an idea of what to expect from your club, such as the culture, history, projects and activities, and what your club is known best for.
  + Finding ways to involve members at all stages of their membership helps them maximize their Rotary experience and continue to find value in it.
  + Assigning a mentor to new members can help newcomers become part of the club more easily; it also can benefit experienced members by keeping them active and involved.
  + Evaluate your program regularly by asking members for opinions.
* At the end of the session, review the learning objectives to make sure they’ve been achieved.