



## MEMBERSHIP DEVELOPMENT

### New Member Engagement Email Campaign

Each year, Rotary welcomes some 150,000 new members into our clubs, and loses an equal number. Members in their first 2 years of membership are the highest risk group for leaving, making up approximately 50% of all member terminations each year. A more comprehensive introduction to Rotary, and awareness of opportunities to engage both within and beyond the club is needed to improve the retention of new members.

To complement the work that our clubs and districts are doing to help engage members, all new members will receive a series of messages directly from Rotary International over the course of their first year of membership, to help introduce them to the broad menu of opportunities to get involved and derive value out of their membership – particularly beyond their own club.

This campaign is first launching to English-speaking new members, and will then be expanded to other Rotary languages later this year.

#### Campaign Overview

##### 1) Welcome to Rotary! (Day 1)

- Trigger message sent on first day a candidate has been reported to RI as an active member
- Content: Short video highlighting Rotary as People of Action
- CTA: Create a My Rotary account and update profile

##### 2) Hello, new member (Day 7)

- Trigger message sent one week after admit date
- Message: Get more out of your membership
- CTA: Review Rotary Basics reference guide or online course

##### 3) Get more out of your membership (Day 30)

- Trigger message sent one month after admit date
- Content: Reinforcing benefits of membership and explore how to get more out of membership
- CTA: Interactive survey to access customized engagement opportunities of interest

##### 4) Make an impact, find connections with Rotary (Day 90)

- Trigger message sent three months after admit date
- Content: Polio eradication, Rotary Action Groups and Rotary Fellowships, Annual Report
- CTA: Read about ending polio, learn about Rotary Action Groups, and join a Rotary Fellowship

##### 5) Welcome from The Rotary Foundation (Day 180)

- Trigger message sent six months after admit date
- Content: The Rotary Foundation Video, Rotary Direct and donor recognition opportunities
- CTA: Learn about TRF and ways to give

##### 6) Congratulations on your Rotary anniversary! (Day 365)

- Trigger message sent one year after join date
- Content: Happy anniversary; thank you for joining Rotary
- CTA: Refer a potential member

**Subject line: Welcome to Rotary**



## WELCOME TO ROTARY



Dear [First Name],

Now that you're a part of this global network, you'll connect with others who want to create lasting change around the world, in our communities, and in ourselves.

Your Rotary experience begins in your club, with opportunities to connect, collaborate, and serve the community. You can also find valuable resources on My Rotary. You'll need an account to get started. If you don't have a My Rotary account, [learn how](#) to get one. Then, sign in to [My Rotary](#) to [update your profile](#) with your skills, expertise, and any past participation in Rotary programs.

Again, welcome to Rotary!

Sincerely,

A handwritten signature in blue ink that reads "Brian King". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Brian King

Director of Membership Development

Your privacy is important. Personal data you provide will be shared only with your Rotary club and district officers (or their delegates) or for official Rotary business. For details, see [Rotary's privacy policy](#).

Subject line: Hello, new member



## MEMBERSHIP DEVELOPMENT

Dear [First Name],

As you start to explore Rotary's offerings and build connections, we're here to give you the resources and tools you need to get the most from your membership. I recommend reviewing the [Rotary Basics reference guide](#) or [Rotary Basics online course](#) (which requires a My Rotary account). They tell you about the history of the organization and how you can create your own membership experience.

Participating in club meetings is a great way to connect with people who share your passion for doing good. It's never too soon to get involved in your club's activities and service projects. You may also want to explore [these ideas for new members](#).

We wish you all the best.

Sincerely,

A handwritten signature in blue ink that reads "Brian King". The signature is fluid and cursive, with a long, sweeping underline.

Brian King  
Director of Membership Development

P.S. If you don't have a My Rotary account, [learn how](#) to get started.

**Subject line: Get more out of your membership**



## **MEMBERSHIP DEVELOPMENT**

Dear [First Name],

You are able to do so much more by being a part of our global network. Rotary allows you to connect with talented, inspiring people around the world, explore new opportunities, and broaden your skills and perspective to make a real impact.

From designing sustainable service projects to learning new skills, the opportunities to do good and grow professionally and personally are plentiful. [Find all of the ways](#) to get more out of your membership.

Sincerely,

A handwritten signature in blue ink that reads "Brian King". The signature is written in a cursive style with a long, sweeping underline.

Brian King  
Director of Membership Development

**Subject line: Make an impact, find connections with Rotary**



## MEMBERSHIP DEVELOPMENT

Dear [First Name],

Do you want to have a positive impact in your community? Are you interested in expanding your network? Did you know that Rotary Action Groups supported nearly 2,000 projects last year? Or that there are Rotary Fellowships for photographers, wine enthusiasts, magicians, and others? To give you an idea of what Rotary's clubs and international networking groups have to offer, here are examples of what their members around the world are doing:

- Members of the Rotary Club of Floréal, Mauritius, collaborated with Mauritius Post to design and issue a special commemorative envelope to [raise funds for polio eradication](#). Half of the proceeds went to The Rotary Foundation's PolioPlus Fund, which pays for our polio eradication efforts. The envelope was also used as part of a social media campaign to raise awareness of polio, a paralyzing disease. Read about how you can also raise awareness of Rotary's work to [eradicate polio](#).
- The Food Plant Solutions Rotary Action Group is combating hunger through a gardening guide that teaches communities about planting native crops and how to be self-sufficient. Learn more about [Rotary Action Groups](#) and how you can make a sustainable impact locally and globally by contributing your expertise.
- Rotarians from the International Fellowship of Rotarian Musicians have been making music for years. They moved their meetings online when the pandemic started. Their weekly virtual choir [keeps them entertained and connected](#) during a challenging time

when many people feel isolated. Consider joining a [Rotary Fellowship](#) to explore a hobby or profession. An added bonus is that you'll make new friends around the world.

Rotary is about connecting, collaborating, and creating opportunities. Find your passion and purpose today!

Sincerely,

A handwritten signature in blue ink that reads "Brian King". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

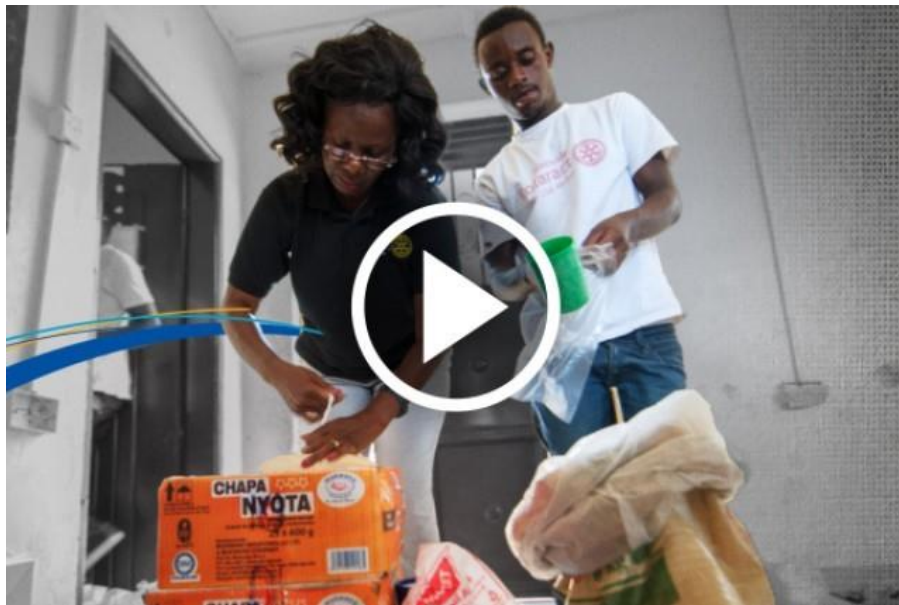
Brian King  
Director of Membership Development

P.S. Learn about the many ways Rotary members made a lasting impact in the [2020 Annual Report](#).

Subject line: Welcome from The Rotary Foundation



## MEMBERSHIP DEVELOPMENT



Dear [First Name],

There are many ways to make a difference. Volunteering our time and expertise to make things better in our communities is one way many of us contribute. But having a positive impact takes time *and* money. Donations sustain service projects around the world and are critical to our success.

Rotary International's charitable arm, The Rotary Foundation, supports much of the important work that clubs undertake to improve their own communities and others around the globe. We hope you'll take the time to learn more about the ways you can give, like through our recurring



giving program, [Rotary Direct](#), and about [donor recognition](#) opportunities such as the [Paul Harris Society](#).

No matter how you choose to make an impact, we are thankful for your service and support!

Sincerely,

The Rotary Foundation

**Subject line: Congratulations on your Rotary anniversary!**



## **MEMBERSHIP DEVELOPMENT**

Dear [First Name],

Happy anniversary! I wanted to take a moment to thank you for joining Rotary last year.

When Rotary grows, our impact on the causes we care about also grows. Tell friends or colleagues about the benefits of Rotary by [referring a potential member](#). Working together to address the issues we care about is the best way to make a measurable change for the better.

Once again, thank you for being a valued member of Rotary!

Sincerely,

A handwritten signature in blue ink that reads "Brian King".

Brian King  
Director of Membership Development