

List of 12 Engagement Strategies

For the entire club:

- Develop a Satellite Club with at least 8 members who want to meet at a different time. For example, a group of teachers may want to meet after school and create their own projects.
- Appoint a Greeter Chair who asks for volunteers to be a greeter at the door every meeting
- Design a flexible club meeting schedule
- Give the Membership Satisfaction Survey to all club members and use the results to create a more dynamic club
- Make sure every member has some role to play. Every member in your club joined to become part of something big and if they are not being given a chance to make a contribution to the club, slowly but surely, their satisfaction level will begin to decline.
- Make members feel appreciated by recognizing their achievements and celebratory occasions such as club membership milestones, work promotions, and birthdays

For the new members:

- Create a two-way conversation Orientation program to find out the new members' interests and ideas
- Put each new member immediately on a committee that aligns with his/her passions
- Use the Red Badge New Member program
- Establish a New Member Mentor Program
- Provide leadership development opportunities for young members
- Ask each new member to bring a friend to all socials and service projects

Action Plan for Engagement Strategies

Engagement Example

Strategy: Create a two-way conversation Orientation program to find out the new members' interests and ideas

What:

1. Ask the Board for money to conduct a New Member Welcome Party where an Orientation to Rotary is held and dessert is served.
2. Invite new members as well as prospective members and Rotaractors
3. Find a PowerPoint template or create a PowerPoint to use at the New Member Welcome/Orientation using history of Rotary, what the club does in photos, and questions to ask the new members
4. Ask the Club Trainer to partner in this endeavor
5. Select a date and venue

Who:

1. Club Trainer sets the date, gets the venue and orders dessert
2. Club Trainer develops the PowerPoint
3. Membership Team Member gives trainer the list of all new members within the last year
4. Club Trainer calls each new member from the last year and invites them to a New Member Welcome Party
5. Membership Team Member and Club Trainer present the PowerPoint
6. Club Trainer ask members to bring a prospective member
7. Rotaract liaison invites Rotaractors to come to the Party

When:

1. Ask for money at the next Board meeting
2. Select a date within the next two months
3. Call the new members at least 4 weeks before the event so they can get it on their calendars
4. Invite Rotaractors at least 4 weeks before the event and remind them the week of the event
5. At each meeting for several weeks before the event ask members to bring prospective members to the event
6. Hold the event in the evening from 7:00-8:30

Results Anticipated: Have at least 50% of the new members attend, 3 prospective members, and 3 Rotaractors

Membership Team Member Assigned to Champion this Strategy: Jane Anderson