

ATTRACT

Choose **3** Strategies

- Have one meeting a month dedicated to socializing, business networking, or a service project. Invite friends and prospective members to attend and follow up with them afterward to invite them to join your club.
- Engage local businesses by offering a corporate membership (see [Guide to Corporate Membership](#) on Rotary Central).
- Consider creating other [types of membership](#) that suit your club and community—family, couple, associate, or young professional, for example. Clubs have total flexibility to structure membership categories to meet what works for you.
- Develop a satellite club with at least eight members who either have a common interest or want to meet at a different time. For example, a group of people interested in ecology may want to do service projects based on that interest. Or a group of teachers may want to meet after school. There are lots of resources [here](#) under “Start a New Type of Club.”
- Set aside 10-15 minutes at a meeting to have small groups brainstorm the names of people they believe would be excellent Rotarians (with Zoom you can use the breakout room function). Assign a facilitator for each group and provide Chamber lists or similar resources as thought starters). Assign a member at that table to invite each of those people to attend a meeting within the next month. [Here](#) is a resource with helpful suggestions for conducting this exercise.
- Tell your story. Showcase your club’s service projects on your website or social media, spotlighting how Rotary is making a difference in the community and world.
- Add a video to your website and social media showcasing the fun your members have and evoke a feeling of being part of a community. One resource that is readily available is the [Why Rotary?](#) video produced by District 6710.
- Use the “[People of Action](#)” campaign on your social media to promote your club’s service (the Brand Center is chock full of resources you can download and customize).
- Implement a membership attraction competition with points and a grand prize at the end of the year for the team or member who brings in the most new people.
- This is the perfect time to do away with members paying for every meal whether they attend or not. Make meals “pay as you go” or optional.
- Livestream your speakers on Facebook and encourage members to share and send the link to prospective new members.

ENGAGE

Choose **3** Strategies

Leverage the Expertise of the Group - Ask your members to think about what types of service projects could be implemented during the COVID-19 pandemic. Lead these conversations with care and challenge members not to jump to conclusions about the barriers, but to focus on solutions about how to conduct projects safely and responsibly.

Modify Existing Projects - Host a working meeting and ask members to think about typical service projects for the coming year. Work in groups to brainstorm ways to modify those projects to be safely accomplished during the pandemic. Connect with your long-term community partners and ask them how your club can support their efforts.

Follow a Formula - Check out these ready-to-go service projects complete with instructions to adapt to your own local community.

- [Rotary Responds \(with kindness\) Postcard Project](#)
- [Pop Up Pantry Project](#)
- [Community Conversations Project](#)
- [Essential Kit Project](#)
- [Virtual Blanket Making Party](#)
- [Digital Storytime](#)
- [Healthcare Worker Appreciation Event](#)

If service is the #1 reason members join and stay in Rotary, fellowship is a close second! Just because we can't meet for drinks at the local pub, doesn't mean we can't still build friendships through Rotary.

Virtual Coffee/Lunch/Happy Hour - By now, you have probably attended a virtual meeting. Here are some tips for hosting a successful virtual gathering:

- Have a plan. Designate a “host” and consider a loose, behind-the-scenes agenda to keep the event rolling. Start interesting conversations with ice breakers like “tell us your favorite story about your first pet” or “share a celebrity encounter.”
- Add a theme. If you have a monthly virtual happy hour, consider a new theme each month. Ideas include: Fancy Pants Party, Sixties Throwback, Sports Night, and Favorite Musicians
- Mix it up with fun activities like Mad Libs, virtual games or a pet show

Socially Distanced Gatherings - While traditional gatherings might not be safe, consider a socially distanced alternative, such as a hike, a paddle board gathering or even a “bring-your-own” picnic. Be sure to maintain a safe distance and mask up.

Continue Virtual Club Meetings - By now, many clubs are “Zoom competent” but some may be looking for ideas to mix it up. Here are some strategies for creating dynamic virtual meeting experiences.

- Working Meetings - Hold an occasional meeting without the traditional speaker. Instead, ask members to plan a project, set goals for the club, or discuss a community problem. Consider using the breakout room feature to showcase your club committees, encouraging members to get involved with committee work and share ideas.
- Rotary Celebrities - Many Rotary influencers are more than willing to join club meetings to share their expertise and experiences. Check out the [Rotary Voices Blog](#), the [Rotary Connecting the World](#) Facebook Group and the [Rotary Vimeo Channel](#) for ideas and don't be shy—reach out and make the request!
- Watch Party - Browse Rotary's [Vimeo](#) and [YouTube](#) Channels for inspiring or thought-provoking videos, such as past International Conventions or Assemblies, and consider screening them during your virtual meeting. Most videos are less than 15 minutes and might inspire interesting and important conversations.
- Joint Meetings - Connect with another Rotary club in your area or around the district or even across the world for a joint meeting. You might even find a club that meets at the same time as you. [Check out this sample co-meeting plan](#).

In-Person Meetings - Some club leaders have elected to resume in-person meetings. Be sure to check with local regulations and public health guidelines prior to holding an in person gathering. If you have members who are not attending in-person meetings, be sure to follow up and ask why. It may be that the member is not comfortable with an in-person gathering. In that case, make sure you take steps to include them. Check out the next section on “hybrid meetings” for links to sample protocols for clubs to consider or adapt to meet their needs. These are sample frameworks and do not supersede local, state or federal laws, guidance or restrictions.

Hybrid Meetings - Many clubs now offer an in-person experience for members with a virtual option. Here are some ideas for getting the most out of hybrid meetings:

- Be sure that virtual participants are wholly included in the discussion. A large screen with multiple web cameras and microphone/speaker systems arranged throughout the space is ideal. Ask in-person participants to speak loudly and work hard to make sure that the speaker's back is not to the webcam. Below are some resources to assist in managing the technical aspects of the meeting:
 - [District 6690 Governor Line's Guidance on Meetings](#)
 - [Upper Arlington Rotary's Guide on Hybrid Meeting Management](#)
 - [Club Innovation Article on Hybrid Meetings](#)
- Consider the venue and be sure that you can maintain sanitary conditions along with appropriate distancing. Consider an outdoor location if possible.
- Be mindful of safety and public health implications. Rotarians are leaders and your community looks to you to set an example.
- Your board or club leaders should determine a protocol in accordance with local, state or federal law for meeting participation and communicate it clearly to members. This will help avoid uncomfortable situations. [Here is a sample protocol to consider](#).

Meeting Absences - These are stressful times and members have varying levels of risk factors and comfort with many aspects of Rotary. Check assumptions about why someone is not attending and be sincere in opening a working dialogue with the member. Here are tips from [District 6690](#) on ways to reconnect with members who have disconnected during the pandemic.

- ❑ Implement a flexible club meeting schedule. Just because you used to meet every week for breakfast, does not mean you have to continue doing that now. Ask members what they want and modify. Many clubs now meet twice a month with one meeting dedicated to service or socializing.
- ❑ Give a Membership Satisfaction Survey s and use the results to create a more dynamic club (why stay). Rotary has [great tools to assess the health of your club](#) and how satisfied members are (see “Assess Your Club”).
- ❑ Make sure every member has some role to play. Every member joined to become part of something big; if they are not given a chance to make a contribution to the club, slowly but surely, their satisfaction will decline.
- ❑ Make members feel appreciated by recognizing their achievements and celebrate occasions such as club membership milestones, work promotions, and birthdays.

Strategies for new members:

- ❑ Implement a virtual orientation program—Rotary University—and enlist other club leaders to present each module. Provide time at each orientation for interactive discussion, creating a sense of camaraderie and fellowship among the “class.”
- ❑ During orientation, find out new members’ interests and ideas and connect them immediately to a committee or service project that aligns with their passions.
- ❑ Assign new members a mentor or buddy whose job is to ensure all Rotarians feel a sense of welcoming and belong.
- ❑ Provide leadership development opportunities for young members.
- ❑ Ask each new member to bring a friend to meetings and service projects.

And more! Use these ideas as a thought-starter. What works for your community and Club? Be creative and don’t be afraid to try something new.