



Rotary District 6890

Quick Guide to Club Membership Strategy



This document outlines the most basic elements of creating a Club Membership Strategy. Two helpful files with greater detail are **Strategic Planning Guide** (9 pgs) and **Club Membership Planning** (32 pgs). Both may be found by visiting the [Membership](#) page at Rotary6890.org.

Getting Started

Whether your plan is exclusively about membership or, ideally, part of a larger Rotary club strategic plan, several steps are key to successful development:

- 1 Vision and/or Mission (purpose of your club or reason for membership focus)**
 - Consider a modified version Rotary International’s statements:

VISION: Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

MISSION: We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.
 - Create your own, visit other Rotary club websites, or search favorite charities for ideas
- 2 Assessment (“State of the Club” relative to mission / purpose)**
 - Specific review of membership data and trends (5-year history report is an ideal start)
 - Determination of key opportunities (e.g., public awareness, member retention, etc.)
- 3 Two to four primary objectives (statements of intent regarding membership efforts)**
 - Keep it SIMPLE – understanding and execution is more important than scholarship
 - Define when elements occur and when reviews will take place – modify as necessary!

Responsibility

Ultimately, a club’s board of directors is responsible for all aspects of its operation. Depending upon your club structure and resources, the Club President or Club Membership Chair may lead the strategic Membership initiative. You might also engage someone with strategic planning expertise to lead your team of people in developing and detailing specific goals and objectives.

“Membership is everyone’s responsibility” is a *slogan*, not a *strategy*. While “everyone” may be tasked with specific duties (e.g., inviting a guest to a club “Bring a Friend to Rotary” event), there must be a system in place where club leadership articulates, communicates, activates, and evaluates an actual strategy. Make adjustments if something doesn’t work.

Share success stories!

Additional resources are available in Rotary Club Central at Rotary.org.
“My Rotary” log-in credentials are required to access many parts of the site.