MODULE 4

Strengthening Membership

Learning Outcome:
President Elects will be able to identify membership needs, prepare a membership strategy with the Membership Chair, explore alternative settings for club meetings and learn of new club formats to reach a non-traditional community.

December 31, 2020

Preface

The District Membership Committee encourages clubs to assess member satisfaction and explore ways to increase their positive experiences. This may involve a variety of meeting formats. The Committee also identifies new types of clubs and how to initiate these. RI has made some changes to Rotaract to not only support young professionals in universities and colleges, but also young professionals who wish to form a club in a community setting.

Accessing the Rotary's Learning Center, the District's Website and DACdb

During your review of the training material you will be asked to access training materials, videos and power point presentations from RI's learning Center, the District's Website and DACdb (District and Club database). It is important that you have access to a computer, laptop or tablet so that you can review the online training materials when required. These three online resources require registration. If you are not registered then access each resource and register. Make sure you remember your User ID and Password. The web address for each site is:

District 7305 Website:

o   Type in Rotary District 7305 <https://rotarydistrict7305.org>
o   At the top right corner click on Member login.
o   You are already registered with your email address serving as your UserID. If this is the first time accessing the website you should create a new Password.
o   Look for District Library along the right side of the window and identify learning resources listed in the training manual.

DACdb:

o   Type in DACdb < https://www.dacdb.com/SecLogin.cfm>
o   If new register for your account. If already registered sign in with User Id and Password.
o   When learning resources become available the participants will be instructed on how to access the information.
Note: Clubs need to integrate DACdb with the RI data base. The instructions are located in the District Library (District 7305 Website) as well as the Application to Integrate the data bases. See Dan Daugherty (dan-dougherty@comcast.net) if you need assistance.

MyRotary.org

o   Type in MyRotary.org < My Rotary | My Rotary>
o   If new, register for your account. If already registered sign in with User Id and Password
o   Scroll to bottom of page until you see the Online Tool Box.
o   Look for Learning Center and click.
o   Type training program name in search box.

Table of Contents

4.1 District Membership Committee

The District Membership Committee serves clubs by providing advice on effective ways to increase membership and to retain members. The Committee encourages clubs to explore a variety of alternative meeting formats to enhance membership. The Committee supports a yearly Membership Summit to inform and encourage Club Presidents and Club Membership Chairs to increase their club's membership.

Activity 4.1 The following checklist provides Club Presidents and Membership Chairs a roadmap for developing a membership strategy.

CLUB MEMBERSHIP COMMITTEE CHECKLIST

The role of the club membership committee is to write and follow an action plan to attract and engage members. An effective committee should be composed of five to 15 motivated members to guide the implementation of your membership plan. The committee's composition should allow for continuity from one year to the next and should represent the full diversity of your club's membership and your community.

1. **Identify:**
   - ☐ Complete the <u>member diversity</u> and <u>classification assessments</u>, found in <u>Membership Assessment Tools</u>, yearly. Identify individuals in the community who fill gaps in the club's membership or exhibit interest in Rotary's ideals.
   - ☐ Ask all members to complete the <u>Identifying Prospective Members Worksheet</u> at least yearly.
   - ☐ Regularly go to the <u>Club Administration</u> area of My Rotary to manage the member leads assigned to your club.
   - ☐ Meet at least monthly to review prospective members and their status in the membership process.
   - ☐ Ask current members who are assigned to each prospective member to move them to the next step of the membership process.

2. **Introduce:**
   - ☐ Select the most appropriate club members to engage prospective members. Keeping each prospective member's particular interests in mind, explain how your club can help them pursue their passions.
   - ☐ Periodically hold events for prospective members to introduce them to Rotary, your club, and our core values.
   - ☐ Invite the people you identified as prospective members to attend a service project or meeting.
   - ☐ Tell qualified prospective members about your club, what to expect at meetings, and the networking, social, and service opportunities your club offers.

3. **Invite:**
   - ☐ Designate the appropriate club member to invite each prospective member to join.

☐ Hold a meaningful ceremony to induct new members. Include their families and involve the entire club.

☐ Give new members a [welcome kit](#) that includes club and Rotary resources that they will find useful.

☐ Celebrate the addition of new members to your club. Announce it on your club's website, social media pages, and newsletter.

4. **Engage:**

☐ Welcome new members both through an [orientation program](#) and by involving them in the club.

☐ Assign a mentor to each new member to share professional expertise, community knowledge, and Rotary information.

☐ Engage each club member in a service project or club committee.

☐ Check in with all current members using the [Member Satisfaction Survey](#) at least yearly.

Additional Membership resources are available at the Learning Center. Type *Membership* in the search window to generate a list of training materials, PPTs, and videos.

Questions:

1. Who will serve as the club's Membership Chair?

2. What goals have you set for membership in your year as President?

3. What strategy do you and the Membership Chair plan to implement?

4. Have you registered for the **Membership Summit** starting February 18? [Register here](#)

4.2 Innovative Club Advocate

Rotary recently launched the "Innovative Clubs Initiative" to promote a variety of club models that gives the freedom to design a club that works for members' lifestyles and schedules. An *Innovative Club Advocate* is appointed to support district initiatives. The following are some of the examples of these new club models.

Activity 4.2a Review the following statements on different types of clubs.

CAUSE-BASED CLUBS: Cause-based clubs are defined as "one whose members share a passion for a particular cause and whose service projects and activities center around that cause". Clubs have recently been formed to focus on social justice, the environment, veterans and more. Through Rotary, you can amplify your impact, advance your cause, improve your communities, and gain access to important connections locally, regionally and world-wide.

SATELLITE CLUBS: Satellite clubs give community members and Rotarians the chance to make a positive difference in a club environment that often differs from the existing traditional local Rotary Club. Just like a traditional Rotary Club, forming a Satellite club brings community and business leaders together to exchange ideas and take action to improve people's lives. Satellite Club members are Rotarians. Officially they are members of the sponsor club, but satellite clubs provide a very different experience for their members. View the Satellite Club Overview video at Rotary Learning Center.

PASSPORT CLUBS: A passport club is a Rotary club that gives its members more flexibility by: Encouraging its members to visit other clubs and participate in their activities regularly Relaxing the attendance policy Offering a variety of meeting formats New and existing clubs can decide to implement the passport model. The clubs may adopt all of the options listed above or choose just the ones that work for them. For additional information see Rotary Learning Center.

4.3 Diversity, Equity and Inclusiveness

RI has taken the bold step to focus on making membership and leadership in Rotary more reflective of our communities. As such RI has promoted a new program, Diversity, Equity and Inclusion. An important step in this direction was achieved when the first female RI President Jennifer Jones will take the helm in 2022-23.

Activity 4.4 Read the following statement from RI's *Committing to Diversity, Equity and Inclusion* in the Learning Center.

Diversity, Equity and Inclusion Statement

A top priority for Rotary is growing and diversifying our membership to make sure we reflect the communities we serve and are inclusive of all cultures, experiences, and identities.

We're creating an organization that is more open and inclusive, fair to all, builds goodwill, and benefits our communities.

To help us achieve our goal, the RI Board of Directors passed a diversity, equity, and inclusion (DEI) statement:

As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.

Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.

Making diversity, equity, and inclusion a priority is everyone's responsibility — from Rotary members to staff at the Secretariat.

Rotary Resources

Links open in a new tab or window.

🞏 [Rotary's Diversity, Equity, and Inclusion Statement](). Read the text of the statement and learn what clubs and the Secretariat are doing to create a more open and inclusive organization.

🞏 [Diversity Assessment](). Evaluate the effectiveness of your club's diversity, equity, and inclusion efforts.

🞏 [Building a Diverse Club]() online course. Learn how to build diversity through membership initiatives.

🞏 [Rotary Voices]() blog. Read success stories from Rotary clubs around the globe.

Questions:

    1. Assess your community's cultural and ethnic composition and determine if your club membership reflects this.

    2. Is the female membership in your club at least 30%?

3. Think critically about how you, your club, and your district can increase diversity, equity, and inclusion in the Rotary experience.

4.4 Rotaract

Rotaract has traditionally served university students as a way to engage young professionals in community service. More recently Rotaract has expanded its outreach to young professionals in a community setting. The following activity highlights the role Rotaractors can play either at a university/college or a community.

Activity 4.5 Review the following excerpt from the Rotaract Handbook. The complete handbook can be found at [Rotary Learning Center](#).

What is Rotaract?

Rotaract is a service club for young people ages 18 to 30 who are dedicated to finding innovative solutions to the world's most pressing challenges while developing leadership skills and making friends around the world.

Rotaract Clubs decide how to organize and run their own clubs, manage their funds, and plan and carry out activities and service projects that are important to their communities. Rotary Clubs that sponsor Rotaract Clubs offer guidance and support and work with Rotaractors as partners in service.

Starting a Rotaract Club

Take Action

When you start a Rotaract club, you connect a group of committed enterprising young people with Rotary members who can turn their ideas into actions.

A successful Rotaract Club depends on a dedicated sponsor Rotary club. Rotary members work alongside Rotaractors to improve lives locally and globally. They connect Rotaract clubs with new opportunities, partner with them on local and international service projects, and mentor members to become club and community leaders.

IN YOUR ROTARY CLUB

Make Rotaract the topic at your next Rotary Club meeting. Consider the many ways a Rotaract club could benefit a community and club. Discuss what kind of Rotaract club your community

needs: community- or school-based. Team up with club members who want to support young leaders in your area.

IN YOUR COMMUNITY

If you're a young person looking for a Rotaract club, check with your university or contact a local Rotary club to see if your area has one. If your university or community doesn't have a Rotaract club, organize a group of dedicated young leaders and contact a local Rotary club to get started.

AFTER INTERACT

Rotaract offers Interact alumni the perfect way to build on the good you dis in your communities through Interact. If your university or community doesn't have a Rotaract club, work with your sponsor Rotary club to organize one for Interact alumni and other young people who are interested in taking action to improve lives.

ESTABLISH A BASE

Each Rotaract club is based either at a school or a community. A school-based club draws members from one school, university, or college, while community-based club draws members from all over the community.

Questions:

 1. Does your club sponsor a Rotaract Club?

 2. If not, think of sponsoring a Rotaract club in a local college/university or community. What institution or community has the potential to support a Rotaract Club?