



**Rotary International District 7770
2022-23 Assistant Governor Training**

**“Together Let’s Grow Rotary”
Ten Things To Know About Growing Membership**

1. This is the year for **Intentional Growth Strategies & Discover Rotary**
Five Pillars/Components:
 - Strategy
 - Team
 - Plan
 - Growth Culture
 - Discover Rotary
2. Encourage clubs to apply for a Membership Event Grant.
3. Encourage clubs to commit to a 5% moderate, consistent growth goal.
4. Help club leaders understand that in making membership growth a priority, they are leading change.
5. Encourage clubs to plan activities for celebrating Membership and New Club Development Month – August.
6. Embrace Diversity, Equity & Inclusion to address two of the major reasons members leave clubs: unmet expectations and club environment.
7. Back to basics. Ensure each club has a strong New Member Induction Ceremony, New Member Mentor Program and New Member Orientation Program.
8. Encourage clubs to utilize the “Together Let’s Grow Rotary” Toolbox.
9. Continue developing Innovative Approaches in club & membership options.
10. Tap the District Membership Team for ideas and support.