**2022-23 CLUB LEADERSHIP CITATION**

**SECTION II---MEMBERSHIP**

**Citation Items**

* Club President and Membership Growth Team Chair lead by example and sponsor at least 1 new member within the first quarter of the Rotary year.
* Club develops a Membership Growth Team (one member does not a team make).
* Membership Growth Team develops an annual written Membership Growth Plan.
* Club achieves a net +1 increase for the year. One bonus point for 2% increase (min. net +2 in membership growth).
* Club implements Intentional Growth Strategies and Discover Rotary as the primary strategy for growing membership.
* Club applies for a Membership Event Grant.
* Club plans special programming to celebrate Membership & New Club Development Month-August
* Club embraces Diversity, Equity, and Inclusion by adding at least 2 members from under-represented demographic groups.
* Club actively pursues the addition of Innovative Club and Membership options.
* Club President conducts a New Member Induction Ceremony that is meaningful for all club members.
* Membership Growth Team appoints a New Member Mentor for new club members for the first year of membership.
* Club President ensures that New Member Orientation & Training is conducted for new members.
* 25% of club members bring a prospective member to a club meeting, activity, or Discover Rotary.
* Club responds to and follows up with all leads assigned to them by the District Leads Manager.
* A minimum of three club members attend District Membership Training Events including President, President-Elect, Membership Growth Team Chair and any additional club members.
* Club has Rotaract member on Membership Growth Team.

Rotary International is a membership organization and our members are our most important resource. Membership growth is Rotary’s number one internal priority and is every Rotarian’s responsibility. Club leadership must plan vibrant club activities and events to engage and retain all club members. Each club should implement Intentional Growth Strategies and Discover Rotary as part of their Membership Growth Plan. Every club should ask “does our club membership reflect the diversity of the community we serve?” Embracing Diversity, Equity and Inclusion strengthens membership growth and addresses two of the major reasons members leave clubs: club environment and unmet expectations. Clubs are encouraged to conduct periodic health checks because members who have a positive Rotary experience are more likely to stay.

**Rationale**

* Membership growth starts with club leaders who understand they are “leading change.” When the Club President and Membership Growth Team Chair set the example by attracting new members, the club will follow suit
* To succeed in membership growth clubs must develop and actively support their Membership Growth Team. Identify spark plugs in the club who have a passion for membership growth and put them on the team.
* The annual written Membership Growth Plan states clearly what the club will do to attract and engage members.
* Clubs lose on average 14% of their members every year. Attrition is real and we need to plan for it. Clubs should make growing by a minimum of Net +1 a priority.
* Intentional Growth Strategies and Discover Rotary are still the gold standard for growing Rotary Clubs. Discover Rotary creates members for life because they fully understand the time and commitment **before** joining the club.
* Membership Event Grants provide funding to plan and conduct Rotary information events like Discover Rotary. They can help with costs such as venue rental, printing, mailing, and refreshments.
* August is Membership and New Club Development Month a time to focus on attracting new members by having club members answer the question “what is your why?” Identifying your why for joining Rotary is the first step in communicating the benefits of being a Rotarian to prospective members
* Rotary International’s policy on Diversity, Equity and Inclusion encourages clubs to cultivate a diverse, equitable and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.
* In a changing world clubs must learn to flex, adapt, and evolve if they want to successfully grow membership. Clubs now have more flexibility re club formats, attendance, and membership types. Consider varying meeting times, locations, and reducing fees for new or younger members. Young members are more likely to stay with Rotary if they believe their clubs are willing to accommodate their interests, work, family, and personal needs.
* A well planned and orchestrated New Member Induction Ceremony that is meaningful and makes the new member feel special is a great way to launch a new member. It also reminds club members of what it means to be a “true Rotarian.” Presidents should give this important event the time and attention it deserves.
* Rotary Clubs generally lose 50% of their new members during the first three years of membership. A positive New Member Mentor experience can reverse that statistic and help create a member for life. When we conduct a New Member Interview, we get a better understanding of what the new member’s expectations are and stand a better chance at fulfilling them.
* New Member Orientation and Training should occur no later than 30 days after a new member joins a club. It is an opportunity to get a new club member involved right away and goes hand in hand with the New Member Mentor Program for reducing new member attrition.
* What better way to informally introduce a prospective member to Rotary than to invite them to club activities, social events, or Discover Rotary? It’s a great way to help potential members appreciate what it means to be a Rotarian and the difference we make in people’s lives.
* Rotary processes tens of thousands of membership leads every year from people around the world who want to be a Rotarian. The District Leads Manager (DLM) will route leads to clubs based on information gleaned from the candidate. Clubs must review and act on the leads by contacting the candidate to determine if they are a good fit for the club. Follow up with the DLM to report results. Clubs should never squander membership leads.
* One of the best ways to build a strong Membership Growth Culture is stay abreast of all new growth strategies and concepts. RI and Zone 33 offer a variety of in-person and virtual training events on membership growth. D-7770 also offers fall and spring training assemblies and membership summits. RI’s Learning Center has over 600 courses that can be found at rotary.org/learn. Zone 33 offers an easily accessible Resource Library of forms, guides, checklists, and videos.

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