



MEMBERSHIP RESOURCE GUIDE

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on www.rotary.org by clicking on the hyperlink, or ordered on shop.rotary.org with the SKU number provided. If you experience any trouble when placing your order, please email membershipdevelopment@rotary.org or shop.rotary@rotary.org.

PUBLICATIONS			
Name	Description	Audience	Available
Revised! Strengthening Your Membership	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents and membership committees, and district membership chairs	http://shop.rotary.org/ (SKU: 417)
Starting a Rotary Club	This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.	District governors	N/A
Introducing New Members to Rotary	Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time.	Club leadership	http://shop.rotary.org/ (SKU: 414)
Revised! Be A Vibrant Club	A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture.	Club leadership	http://shop.rotary.org/ (SKU: 245A)
Connect for Good	Eight-page guide shows how to get involved and connect with Rotary.	Current members	http://shop.rotary.org/ (SKU: 595)
Rotary Basics	This comprehensive guide to all things Rotary covers everything from how Rotary began to how you can optimize your membership experience.	New members	http://shop.rotary.org/ (SKU: 699)
Impact Begins With You	This prospective member brochure explains who we are and what sets us apart from other organizations.	Prospective members	http://shop.rotary.org/ (SKU: 001)

ONLINE COURSES			
Name	Description	Audience	Available
Your Membership Plan	Create a step-by-step plan to strengthen your membership and keep your club vibrant and relevant.	Rotary members	http://learn.rotary.org (log in My Rotary account required)
Best Practices for Engaging Members	Is your club losing more members than it's gaining? It's time to get serious about engaging members.	Rotary members	http://learn.rotary.org (log in My Rotary account required)
Kick-start Your New Member Orientation	Are new members leaving within a year or two? Learn how to better connect with	Rotary members	http://learn.rotary.org (log in My Rotary account required)

	them and help them get involved from the start.		
Practicing Flexibility and Innovation	If you find that your club's rules are preventing members from getting the experience they want from Rotary, try changing them.	Rotary members	http://learn.rotary.org (log in My Rotary account required)
Building a Diverse Club	A diverse club reflects the make-up of its community, has a greater impact, and is more attractive to prospective members.	Rotary members	http://learn.rotary.org (log in My Rotary account required)
Online Membership Leads	What's all this talk about membership leads? This course will clear up the mystery behind these online leads.	Rotary members	http://learn.rotary.org (log in My Rotary account required)
Is Your Club Healthy?	Take this course to help your club stay valuable to your members and your community.	Rotary members	http://learn.rotary.org (log in My Rotary account required)
Strategies for Attracting New Members	Are guests of your club not interested in joining? Learn how to improve the club experience to make it attractive to visitors.	Rotary members	http://learn.rotary.org (log in My Rotary account required)
Alumni Report Guide	Learn how to use the Program Participants and Alumni Report as a tool to identify club program speakers, service project volunteers, or prospective members.	District and zone leadership	https://my.rotary.org/en/document/how-use-program-participants-and-alumni-report

TOOLS			
Name	Description	Audience	Available
Membership Best Practices Discussion Group	This discussion group provides a forum for leaders at all levels to share best practices for recruiting, attracting, engaging, and retaining current and prospective members.	Rotary members	https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices
Rotary Club Health Check	This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas.	Club leaders	http://shop.rotary.org/ (SKU: 2540)
Membership Assessment Tools	Learn how to evaluate and improve your membership development plan with these tools, complete with sample surveys and information on organizing new clubs, recruiting and retaining members.	Current members	http://shop.rotary.org/ (SKU: 801)
Customizable Rotary Club Brochure	In this template, clubs can upload their own photos, edit text, list dates of upcoming events, and share member testimonials.	Prospective members	N/A

RESOURCES			
Name	Description	Audience	Available
New! Engaging Young Professionals Toolkit	This online toolkit can help clubs connect with Young Professionals by first understanding them. Topics included are characteristics of your audience, your club's culture, ideas for outreach and engagement, and the long-term benefits of becoming a Rotarian.	Rotary Members	N/A
New! State of Rotary's Membership power point	Understand the current State of Rotary's Membership: how we got here, who is joining, who is leaving – and the opportunities that exist to strengthen membership.	Rotary Members	N/A

Club Flexibility web page	This web page offers ways clubs can implement the new flexible options Council decisions granted them. Includes links to frequently asked questions, governance documents, and start guides for alternative membership types, and flexible meeting formats.	Rotary members	N/A
“Discover Rotary” Power Point	Show this presentation at prospective member or other events to introduce Rotary to the public. It covers Rotary’s values, history, and the benefits of membership.	Prospective members	N/A
Understanding Membership Reports: Getting Started	This guide lists each membership report available, explains the information it provides, and steps on how to find them.	Rotary members	N/A
Creating a Positive Experience for Prospective Members	Find tips and ideas for connecting with prospective members, and what you can do to ensure they have a positive experience.	Rotary members	N/A
Proposing New Members	Best practices for proposing new members to your club.	Rotary members	N/A
How to Manage Membership Leads (Clubs)	Step-by-step directions for using the Membership Leads database to track and manage member leads at the club level.	Club leaders	https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs
How to Manage Membership Leads (Districts)	Step-by-step directions for using the Membership Leads database to track and manage member leads at the district level.	District leaders	https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts
New Member Welcome Kit	Welcome new members to your club with pre-packaged Rotary essentials: Connect for Good brochure, What’s Rotary? card, RI/TRF Annual Report, and Proud Member window cling.	New members	http://shop.rotary.org/ (SKU: 426)
Membership Minute e-newsletter	Bi-monthly Rotary stories and the latest membership development ideas, strategies, and resources.	Club and district leaders	www.rotary.org/en/news-features/newsletters
Strategic Planning Guide	Use this guide and worksheet to help develop a vision, goals, and measurements for your strategic plan.	Club and district leaders	https://www.rotary.org/myrotary/en/document/strategic-planning-guide

WEBINARS			
Name	Description	Audience	Available
Hot, Warm, and Cold Leads: Engaging Your Prospective Members (Club Level)	Rotary volunteers and staff share best practices in communicating with prospective members, ensuring their Rotary experience is positive, and managing and admitting them through the Membership Leads platform.	Club leaders	https://vimeo.com/240685013
First Impressions Matter webinar: The Membership Experience	Find out what happens when Rotarians use every interaction to engage, educate, and inspire fellow Rotarians and the community. Moderated by Jennifer Jones, Past Rotary Vice President.	Rotary members	https://vimeo.com/232717098

How to Manage Membership Leads for District Leaders	This webinar shows district leaders how to effectively utilize the Membership Leads platform, provides best practices for encouraging clubs to take action with leads, and includes a Q&A section with attendees.	District leaders	https://vimeo.com/214073740
Revitalize + Rethink Your Rotary Club: Crafting Your Member Experience	Learn ways your club can create an engaging and rewarding member experience by embracing new rules and flexibility options your members.	Rotary members	https://vimeo.com/180066536
Membership: It's Now or Never (Part 1 of 5)	An international membership expert discusses new ways of thinking about membership and innovative tactics in part 1 of this "Membership Matters" webinar series.	Rotary members	https://vimeo.com/103365589
Perception vs. Reality: Club Evaluation and Visioning (Part 2 of 5)	Focuses on the steps clubs should take to ensure a clear club vision and plan for the future.	Rotary members	https://vimeo.com/108381769
Simple Steps to Innovate Your Club (Part 3 of 5)	Focuses on the steps clubs can take today to stay relevant and appeal to new and potential members.	Rotary members	https://vimeo.com/118740192
Membership Engagement: The Key to Retention (Part 4 of 5)	Focuses on member engagement as a path to member retention.	Rotary members	https://vimeo.com/123234534
How to Recruit New Members and Strengthen Your Club (Part 5 of 5)	Focuses on growing and strengthening clubs by inviting new and diverse groups of professionals to club meetings, asking friends and colleagues to participate in service projects, and reaching out to Rotary program alumni.	Rotary members	https://vimeo.com/127084618
Understanding Young Professionals	Led by Rotary staff and a market research professional, this webinar is intended to help members better understand the perceptions and needs of young professionals. Password: YPC	Rotary members	https://vimeo.com/89536946

TRAINING MANUALS			
Name	Description	Audience	Available
District Membership Seminar Leader's Guide	This guide provides you with speaking points, PowerPoint templates, and exercises to ensure your attendees participate and are engaged in each breakout session for club leaders or members.	District leaders	N/A
Lead Your Club: Membership Committee	Describes the responsibilities of the chair and committee, and identifies resources that may be helpful relating to increasing the club's membership.	Club leaders	http://shop.rotary.org/ (SKU: 226)

Questions? Please contact your Regional Membership Officer:

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