



# Member Tips

## Growing Rotary Membership



January, 2009

### Seven Steps to Membership Growth

In July of 2003 Rotary International launched a three year Retention Pilot Program which determined a set of seven activities that support and sustain membership retention. These seven action steps are:

1. Identify
2. Introduce
3. Invite
4. Induct
5. Inform or Orient
6. Involve
7. Educate

#### D.K. Lee's Membership Challenge for 2008-09

- Ten Percent (10%) Net Increase in Membership per Club;
- Formation of Two (2) New Clubs per District;
- Total Net Membership of 1,300,000 Rotarians at the end of RY 2008-09.

The links shown next to some of these steps will take you to the Rotary.org website for helpful additional tools and documents. A PowerPoint presentation of this material is also available at this link:

<http://www.rotary.org/en/Members/Training/ForAllRotarians/Pages/elearning.aspx#4>

#### Step 1 – Identify

Identify well-qualified members of your community. These individuals should be professional or community leaders of strong character who have a commitment to service. Ask them to be your guest at a Rotary club meeting.

#### Step 2 – Introduce

Introduce prospective members to Rotary by informing them about Rotary International's programs and your club's service projects.

#### Step 3 – Invite

[http://www.rotary.org/RIdocuments/en\\_pdf/254en.pdf](http://www.rotary.org/RIdocuments/en_pdf/254en.pdf)

Invite prospective members to join your club with a personal visit. Highlight potential areas of involvement in the club and RI based on the prospective member's personal interests.

#### Step 4 – Induct

[http://www.rotary.org/RIdocuments/en\\_pdf/memb\\_induction\\_ceremonies.pdf](http://www.rotary.org/RIdocuments/en_pdf/memb_induction_ceremonies.pdf)

Induct new members in a dignified and meaningful manner. Invite spouses, partners, and family members to attend.

#### Step 5 – Inform and Orient

[http://shop.rotary.org/catalog/product\\_info.php?cPath=37\\_38&products\\_id=417](http://shop.rotary.org/catalog/product_info.php?cPath=37_38&products_id=417)  
[http://www.rotary.org/RIdocuments/en\\_pdf/414en.pdf](http://www.rotary.org/RIdocuments/en_pdf/414en.pdf)

Inform new members about your club and RI by focusing on:

- Opportunities for Service
- Rotary policies and Procedures
- Rotary history and achievements

Consider distributing the *New Member Information Kit* (426-EN) to new members. Suggested session outlines, resources, and action steps for conducting new member information programs are included in *New Member Orientation: A How-to Guide for Clubs* (414-EN).

## Step 6 – Involve

Immediately involve new members in:

- Club committees
- Service projects
- Weekly club meetings
- Social activities

## Step 7 – Educate

<http://shop.rotary.org/catalog>  
[http://www.rotary.org/RIdocuments/en\\_pdf/159en.pdf](http://www.rotary.org/RIdocuments/en_pdf/159en.pdf)

There are two approaches a new member can take to acquire a Rotary education: self-education and continuing education offered by the club.

Self-education activities include:

- Informational reading such as
  - *The ABC's of Rotary* (363)
  - *Rotary Foundation Facts* (159)
  - THE ROTARIAN magazine
  - Exploring club, district, and RI Web sites
- Attending a board or committee meeting
- Attending a district meeting, such as a Rotary Foundation Seminar

Finally, we have added a page at the end of this newsletter listing suggested items for a new member orientation kit.

## Rotary – We Need to Change!

By Ron Beaubien, Chairman of the RI Membership Development & Retention Committee

*This quotation was extracted from Ron's address given at the Rotary Institute in Athens on Nov. 29, 2008*

"If I could wipe out any single sentence in the Rotary vocabulary it would be: "But that's the way we've always done it!" It is time to make some changes in Rotary, changes that will give Rotary a stronger more flexible structure; changes that will allow us to meet our future needs along with the problems they will surely bring.

We get comfortable in the way we do things and lose sight of how they could improve. Some habits serve us well. What we have to watch out for are those habits and routines that are based on old, outdated information. Fear of change should never be the excuse we give for missed opportunities. The opportunity we must not miss is the challenge to change. As long as Rotarians can change, the Rotary world can change.

We ALL love innovation. It's change that's difficult.

Composer John Cage said, "I'm not afraid of new ideas - it's the old ideas that REALLY scare me!" We can't be afraid of this challenge, in fact change is a key responsibility of leadership. In Rotary, when it comes to Membership, we need to have a goal, we need to have a plan. I hope that plan is for Rotary to change.

We all know we need to attract new YOUNGER members TO BRING NEW LIFE INTO ROTARY. How do we identify qualified younger members? How can they be motivated to join our clubs and stay? New YOUNGER members WILL NOT join boring Rotary clubs that just "meet and eat."

One of our major challenges in the Rotary World is the lack of retaining our members. In recent years many of our districts have grown in the number of clubs but have lost in total membership. This cannot continue!

The key is these people, these incredibly busy people who have no more time to volunteer who have no more money to give who are over worked struggling to survive are looking for opportunities to serve where it is *truly meaningful and rewarding*.

Their time is worth nothing less. Paul Harris once said that we don't have the right to waste important people's time. AND WE DON'T! The most amazing thing about Rotary is not that it exists but continues to exist and is made up of men and women who don't *have* time, but *take* time to serve others. Every Rotarian's life "has been changed" by someone who opened the magic door of Rotary.

My Fellow Rotarians, Rotary must change and you and I must work to change it! We must encourage progressive thinking and find new ways to make Rotary attractive, meaningful AND relevant."

### Resources For New Members

From Rotary International's Membership Minute, Sept. 2008

Check out [Welcome to Rotary](#), a short new video segment, viewable now on the RI Web site. Less than four minutes long, and offering a broad overview of Rotary and the four Avenues of Service, this video provides an excellent introduction to Rotary club membership for new or prospective members. Find the video by going to [www.rotary.org](http://www.rotary.org) and clicking on Members, New Members, Getting Involved. Use this video during the opening segment of your next prospective member information program.

The new [Membership Video Set \(418\)](#) includes two DVDs: one for new members and one for prospective members. Each DVD features a compilation of Rotary videos, including Welcome to Rotary, various Humanity in Motion public service announcements, and segments from RVM: The Rotarian Video Magazine. Available through [shop.rotary.org](http://shop.rotary.org) for US\$10. Purchase at least one set for your club resource library.

The contents of the [New Member Information Kit \(426\)](#) and the [Prospective Member Information Kit \(423\)](#) have been updated in 2008. These prepackaged folders contain materials relevant to new and prospective members, and are available through [shop.rotary.org](http://shop.rotary.org). Add your own club and district profiles and informational brochures to give prospective and new members a complete informational resource regarding Rotary membership.

<a href="#">Welcome to Rotary</a>	<a href="http://www.rotary.org/RIdocuments/video/welcome_to_rotary.wmv">http://www.rotary.org/RIdocuments/video/welcome_to_rotary.wmv</a>
<a href="#">Membership Video Set</a>	<a href="http://shop.rotary.org/catalog/product_info.php?cPath=37_38&amp;products_id=418">http://shop.rotary.org/catalog/product_info.php?cPath=37_38&amp;products_id=418</a>
<a href="#">New Member Information Kit</a>	<a href="http://shop.rotary.org/catalog/product_info.php?cPath=37_38&amp;products_id=417">http://shop.rotary.org/catalog/product_info.php?cPath=37_38&amp;products_id=417</a>
<a href="#">Prospective Member Information Kit</a>	<a href="http://shop.rotary.org/catalog/product_info.php?cPath=37_38&amp;products_id=414">http://shop.rotary.org/catalog/product_info.php?cPath=37_38&amp;products_id=414</a>

## Your Membership Support Team

<b>Zone 27</b>	RRIMC	Terry Mueller, PDG	6201 N. Wyndwood Dr. Crystal Lake, IL 60014	815-459-2176 <a href="mailto:roterry@sbcglobal.net">roterry@sbcglobal.net</a>
	RIMZC	William "Bill" Rust, PDG	4701 Clark Ave. White Bear Lake, MN 55110	651-429-1913 <a href="mailto:brust@rustarchitects.com">brust@rustarchitects.com</a>
	<i>Districts 5640, 5950, 5960, 5970, 6000, 6220, 6250, 6270, 6420, 6440, 6450</i>			
<b>Zone 28</b>	RRIMC	James "Jim" Ives, PDG	1130 Livernois Troy, MI 48099	248-588-7005 <a href="mailto:jives@att.net">jives@att.net</a>
	RIMZC	Dennis Dinsmore, PDG	PO Box 273 Clio, MI 48420	810-687-7870 <a href="mailto:dennis@dinsmoregroup.com">dennis@dinsmoregroup.com</a>
	RIMZC	John "Jack" Young, PDG	3303 Twain Circle Brunswick, OH 44030	440-759-4000 <a href="mailto:jack1villa@aol.com">jack1villa@aol.com</a>
<i>Districts 6290, 6310, 6330, 6360, 6380, 6400, 6540, 6600, 6630, 6650, 7090, 7280, 7300, 7330</i>				

# Membership Development Kits

## New Member Orientation Kits:

### Kit #1:

#### **Developing Your Club's New Member Orientation Program:**

New Member Orientation – *Publication* #414  
Membership Development Resource Guide – #417  
Publication Catalog - #019

### Kit #2:

#### **Materials To Give To New Members:**

##### General Rotary Materials:

Rotary Basics – #595  
ABCs of Rotary – #363  
RI (Presidential) Theme Brochure – #900  
Most recent copy of *The Rotarian*  
Welcome to Rotary Folder – #265-MU

##### Rotary Foundation Materials:

Rotary Foundation Facts – #159  
The Rotary Foundation Quick Reference Guide – #219  
Every Rotarian Every Year Brochure – #957  
Two Needs, Two Ways of Giving – #173

##### Audiovisuals:

Service Above Self: A Century of Extraordinary Purpose - #929  
Rotary in Your Community – #332  
Rotarian Video Magazine - #510DVD  
The Rotary Foundation - Be a Part of It -#131

## Prospective Member Kit:

##### General Rotary Materials:

Rotary Basics – #595  
This is Rotary – #001  
What's Rotary – #419  
Welcome to Rotary Folder – #265-MU  
Customized club information (available through the club)

##### Audiovisuals:

Rotary – The Possibility – #688  
History of Rotary – #921  
This is Rotary – #449  
Take a Look at Rotary - #867  
You - The Rotary Foundation - #170  
Rotarian Video Magazine - #510DVD

These materials can be ordered from the shop section of [rotary.org](http://rotary.org)

The items listed in the kits are suggested and are not sold together. Use this list as a guide for creating your own club's kit.



For more information on membership development strategies, contact [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org)