

# MEMBERSHIP RESOURCE GUIDE

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Zones 33 & 34

As your Regional Membership Officer, I can assist you in developing and implementing membership development strategies by helping you analyze and understand membership data, create and deliver membership training sessions, and discover relevant resources and tools to meet your membership goals. Here are several key membership topics that we can discuss to help you strengthen membership in your zone, district or club:

- Attraction and recruitment
- Engagement and retention
- Membership/club flexibility
- Diversity, equity, and inclusion

I am also a Rotarian and served at the district level in several capacities covering new generation, conferences, training, Rotaract, and an Assistant Governor



### HOW TO STRENGTHEN YOUR MEMBERSHIP

CLICK ON LINKS BELOW

#### ASSESS

- **Club Planning Assistant** - Respond to questions about your club and get links to specific resources to address your club's challenges.
- **Rotary Club Health Check** - This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas.
- **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.
  - **Diversifying Your Club** (member diversity assessment)
  - **Improving Your Member Retention** (retention assessment)
  - **Enhancing the Club Experience** (member satisfaction survey)
  - **Understanding Why Members Leave** (exit survey)

#### WELCOME

- **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.
- **Rotary Basics** - This comprehensive guide to all things Rotary covers everything from how Rotary began to how you can optimize your membership experience.
- **Connect for Good** - This eight-page guide shows how to get involved and connect with Rotary.



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### ATTRACT

- **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
- **Engaging Younger Professionals** - This online toolkit can help clubs connect with Younger 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.
- **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.
- **Prospective member flyer** - Take this easy-to-print flyer to events and distribute to members of the community so they can learn more about Rotary and the benefits of getting involved with our programs and activities.
- **What's Rotary? wallet card** - Print these cards and keep them in your wallet to share with people you meet who want to learn more about Rotary.

### ENGAGE

- **Be A Vibrant Club** - A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture.
- **Best Practices for Engaging Members** - Is your club losing more members than it's gaining? It's time to get serious about engaging members.
- **Diversify your club** - Diverse clubs attract more members, reflect Rotary's core values, and expand our ability to make a difference. In this course, you'll find strategies for diversifying your club and building relationships with new groups.
- **Creating an Inclusive Club Culture** - Creating a club culture that is welcoming to everyone starts with having conversations about diversity, equity, and inclusion. Discussing these topics takes time and isn't always easy. This course will help your club hold these discussions, assess its policies and practices, and make changes to create a more inclusive culture.
- **Club flexibility** - Learn about flexible membership and meeting options; view [frequently asked questions](#), [governance documents](#) and [start guides for alternative membership types and flexible meeting formats](#)

## Want to learn more?

About membership? Visit: [www.rotary.org/membership](http://www.rotary.org/membership)

About our zones? Visit the [Zones 33 and 34 website](#)

For interactive learning, visit the membership topic on the [Learning Center](#)

Didn't find the resource you were looking for?

E-mail me at [audley.knight@rotary.org](mailto:audley.knight@rotary.org)

