

Membership Growth References

Membership Growth Plan & MSC Membership Goal

- [Club Membership Growth Plan Template 2024](#) (docx)
- [MAP Membership Success Center Access from DACdb](#) (pdf)

Video:

- [If You Don't Have a Growth Strategy, You're Shrinking](#) (link)

Irresistible Club / Member Satisfaction

How will we improve our club experience so members want to join & remain in Rotary?

Upgrade the Club Experience – Clubs have proven that the club experience (including great programs) is what attracts and keeps members. Programs need to be informative, educational or inspirational (or a combination thereof). Limit or avoid programs by other non-profits (members see those as fundraising requests) unless there is a value proposition for your club.

- Do a [Member Satisfaction Survey](#) (video)
- [Recipe for an Effective Club Member Satisfaction Survey](#) (pdf)
- [Recipe for Changing Club Culture](#) (doc)

Videos:

- [Extreme Makeover – Monroe, NC](#) (link)
- [Courageous Club Turnaround](#) (link)

Entertaining video on the journey of one club from membership decline to membership growth, using the strategies promoted in Zone 33 Membership Summits. Worth the view.

Networking & Social Engagement – Member Care

- [The Keys to Engagement](#)
[Searching/Developing additional references]

Meaningful Service Projects – Rewarding, worth the members' time

- [Developing Effective Projects](#)
[Searching/Developing additional references]

Prospect Identification (Lead Generation)

What is our plan for prompting members to think of candidates AND for inspiring members to contact them?

Building a prospect list

- ["Who Do You Know?" Club Assembly Membership Exercise](#) (docx)
- [Classification/Vocation Gap Analysis](#) (pdf)

- [Club President Personal Ask](#) (pdf)
- [10 Intentional Membership Strategies](#) (pdf)
- [Finding New Club Members: A Prospective Member Exercise](#)
- [5 Things I Wish All Rotarians Knew and Believed about Membership](#) (pdf)
- [6 Failed Membership Strategies Rotary Clubs Love](#) (pdf)
- [Prospective Rotarian Phone Invitation Script](#) (pdf)
- [Rotary Club Brochure Sample](#) (pdf)
- [50 Ideas to Attract / Retain Members](#) (District 7070)

Video:

- [Why I Shouldn't be in Rotary](#) (link)

Consider the strategies and ideas in these resources to connect with potential members:

**My Rotary login required..

- [Rotary International Membership Resources Page](#) (link)
A deep library of resources, manuals and materials published by Rotary International to help your club attract and retain members.
- [Engaging Younger Professionals](#)
Welcoming younger professionals into Rotary is essential for us. Our digital kit will help you rethink membership and bring emerging leaders into your club.
- ****[Strategies for Attracting New Members](#)**
Take this [Learning Center course](#) to help draw prospective members, update your club's experience, and better highlight what it does well.
- ****[Customizable club brochure](#)** — Design your own club brochure using the template on Rotary's Brand Center. Choose images and wording to best represent your club.
- [Creating a Positive Experience for Prospective Members](#)
Working with prospective members is a delicate task. Find tips and ideas to determine whether membership would match their needs as well as your club's. Learn what you can do to ensure that prospects have a positive experience, regardless of whether they join.

Potential Member Management (DACdb & CRM)

- [CRM \(Customer \[Prospective member\] Relationship Management for Rotary\)](#) (link)
- [DACdb CRM Overview Presentation](#) (pptx)
Slide set for introduction and training on DACdb CRM (Customer Relationship Management) feature. Included in DACdb at NO COST.
- [Don't Squander Your Leads](#) (pdf)

Video:

- [CRM guided tour video](#) (25 minutes)

Application, Proposal & Induction

- [New Member Onboarding/Orientation Toolbox](#) (link)
- [Adding New Members in DACdb and My Rotary](#) (pdf)
- [New Member Induction Ceremony](#) (docx)
- [New Member Application Process DACDB](#)

Attracting Members

How will we present our club to prospects? How will we tell the Rotary story?

Rotary Information Session (Discover Rotary)

- [Discover Rotary Toolbox](#)
 - [Recipe for a Successful Membership Event \(Discover Rotary\)](#) (pdf)
 - [Discover Rotary Sample Emails](#) (docx)

Videos:

- [Discover Rotary Explained](#)
- [Rotary Information Hour](#)

E-Marketing – Social Media & Drip Marketing

- [Don't Squander Your Leads](#) (pdf)

Innovative Clubs and Member Types - Create a product for today's market

- **Membership Options**
 - [Corporate & Family Membership Examples](#) (link)
- **Impact/Companion/Satellite Club**
 - [Satellite Club Guide](#) (doc)
 - [Club Types, Formats and Models](#) (pdf)
 - [Impact Clubs Fact Sheet](#) (pdf)
 - [Satellite Club Project Plan Template](#) (docx)
 - [Satellite Club Examples](#) (link)

Videos:

- [Anytown Video](#) (link)
Short video explaining Rotary's need to offer a more flexible club experience for those who may not be able to accommodate a "legacy" Rotary club's meeting days, times, places or durations.
- [IMPACT Clubs – Creating Powerhouse Growth Video](#) (link)

Onboarding New Members

How will we ensure that new members understand Rotary, our club, its expectations and opportunities for service?

New Member Orientation – Engage members immediately

- [New Member Onboarding/Orientation Toolbox](#) (link)
- [New Member Interest Survey](#) (docx)
- [Designing YOUR Rotary Experience](#) (pdf)



Mentoring

Pair new members with mentors who can explain the club's practices and traditions, answer questions, introduce them to other people, and talk regularly with them about how they're enjoying their experience.

[A Mentoring for New Members plan is under development]

Engagement Monitoring

- Book: [“I Quit but I Forgot to Tell You”](#) by Terri Kabachnick
Clubs have people who are still members, but are no longer a part of the team. These people are disengaged. The ideas and recommendations in this book (based on business), are equally suited for all organizations; they are straightforward, logical truths that utilize the logic of human nature to achieve the goals of both the individual and the organization.
- [Engaging and Keeping Members](#) (retention assessment and analysis)
- [Understanding Why Members Leave](#) (exit survey)

Offer new member orientation, leadership development, and ongoing learning opportunities with **Rotary's Learning Center**.