# MEMBERSHIP RESOURCE GUIDE

## ANGELA LOPEZ | Supervisor, Membership Growth and Experience

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I support you and your Membership Growth and Experience team, I oversee initiatives that improve the club and district experience, foster inclusion, and support sustainable membership growth.

When you're in doubt on who to contact, send me a message and I'll get you to the right place.

## HOW TO STRENGTHEN YOUR MEMBERSHIP

CLICK ON LINKS BELOW

### ASSESS

- Club Experience Concierge – Explore ways to improve the club experience through practical tips and resources with this interactive, online resource.
- 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.
  - Getting to Know Prospective and New Members (member interest survey) (online version)
  - Understanding How Your Club Represents Your Community (diversity assessment)
  - Finding People to Invite (prospective member exercise)
  - Engaging and Keeping Members (retention assessment and analysis)
  - Enhancing the Club Experience (member satisfaction survey) (online version)
  - Understanding Why Members Leave (exit survey) (online version)

**Building a Membership Committee?**
Check out this Club Membership Committee Checklist for a place to start

**If you're seeing this document in print media and can't click on any links, scan the QR Code to access these resources:**

### 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.
- **Designing Your Rotary Club Experience** - This guide describes the options members can choose from to personalize their Rotary experience and get involved in ways that matter to them.

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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 helps 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 member.
- **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.
- **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.
- **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.
- **Hosting a Prospective Member Event Best Practices** – Use these tips when planning an event for prospective members at the club or district level.

## ENGAGE

- **Best Practices for Engaging Members** - Is your club losing more members than it's gaining? It's time to get serious about engaging members.
- **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?

**All membership resources can be found at Rotary.org/Membership. For interactive learning, visit the membership topic on the Learning Center.**

**Didn't find the resource you were looking for? E-mail me at Angela.Lopez@rotary.org**

## Meet with Angela:

**Click here for Angela's Bookings page. Or, scan the QR Code.**

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