

<https://my.rotary.org/en/learning-reference/learn-topic/membership>

Has a few interesting videos we can start off with.

Deepening our impact by expanding membership is a top priority for us.

Use these resources to help your club grow:

- [Assess your club](#)
- [Engage current members](#)
- [Connect with prospective members](#)
- [Follow your membership leads](#)
- [Make new members feel welcome](#)
- [Develop your club](#)

Assess your club

Use these resources to see if your club is meeting members' needs and reflecting the community:

- [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.
- [Is Your Club Healthy?](#) — Take this Learning Center course to help your club improve its member experience, service and social events, public image, and club operations.
- [Understanding Membership Reports: Getting Started](#) — Learn how to use membership data to determine where to focus your membership efforts.
- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.
 - [Representing Your Community's Professions](#) (classification assessment)
 - [Diversifying Your Club](#) (member diversity assessment)
 - [Finding New Club Members](#) (prospective member exercise)
 - [Improving Your Member Retention](#) (retention assessment and analysis)
 - [Enhancing the Club Experience](#) (member satisfaction survey)
 - [Understanding Why Members Leave](#) (exit survey)
- [Building a Diverse Club](#) — Take this Learning Center course to strengthen your membership and increase your club's capacity to serve.

Engage current members

Use these resources to learn strategies that will keep members excited about Rotary:

- [Best Practices for Engaging Members](#) — Take this Learning Center course to develop strategies for engaging people at all stages of membership.
- [Practicing Flexibility and Innovation](#) — Take this Learning Center course to help you better serve the needs of members and prospective members.
- Find ideas, a FAQ, and other resources on rotary.org/flexibility.
- [Enhancing the Club Experience](#) — Tailor this member satisfaction survey to get opinions on your club's future. Then act on the results and consider implementing your members' ideas.
- [Improving Your Member Retention](#) — Learn when and why members leave your club and generate strategies to keep them engaged so they will stay.
- [Connect for Good](#) — Encourage members to get involved in their club, community, and the Rotary world for a more meaningful experience.
- [Understanding Why Members Leave](#) — Use this exit survey to address the reasons that members may be leaving your club.

Connect with prospective members

Use the strategies and ideas in these resources to connect with potential 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.
- [Discover Rotary](#) — Show this presentation to prospective members or at your club's public events. Add content and images specific to your club, and have prospective member brochures available.
- [Finding New Club Members: A Prospective Member Exercise](#) — Try these strategies to attract qualified members for your club.
- [Impact Begins With You](#) — Give this brochure to prospective members so they can understand what Rotary is about and what sets it apart from other organizations.
- [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.

Follow your membership leads

Many prospective members express their interest in Rotary through rotary.org/join. If you are a club or district leader, you will receive an email alert letting you know if any of these prospective members have been assigned to your club or district. Check often — these prospective members are waiting to hear from you.

These resources can help you understand what to do with membership leads:

- [Online Membership Leads course](#) — This Learning Center course will show how a prospect experiences the membership leads process, and how club and district leaders can create a consistent, positive experience for prospective members.
- [Connect to Membership Leads](#) — Find prospective members who want to get involved.
- [Managing Membership Leads](#) presentation — An in depth training tool for helping clubs and district leaders understand the entire process for managing leads.
- [How to Manage Membership Leads \(for clubs and districts\)](#). Learn how to find and manage your online membership leads.
- [Club and District Membership Leads video](#) — This video explains the new membership leads process for clubs and districts.

Make new members feel welcome

Use these resources to celebrate new members, develop an orientation program, and get them involved early and often.

- [Kick-start Your New Member Orientation](#) — This Learning Center course shows how to make your club's new members feel welcome, appreciated, and valued.
- [Introducing New Members to Rotary: An Orientation Guide](#) — Find ideas for engaging new members, getting them involved, and giving them a meaningful Rotary experience.
- [Rotary Basics](#) — Give this comprehensive overview of Rotary to new members or order it for club reference.
- [Connect for Good](#) — Encourage members to get involved in their club, community, and the Rotary world for a more meaningful experience.
- [New Member Welcome Kit](#) — Welcome new members to your club with Rotary essentials: Rotary Basics, Connect for Good, a What's Rotary? card, a Rotary magnet, and the Rotary Foundation annual report.
- [Rotary membership certificate](#) — Customize a certificate for your new members and present it to them when you officially welcome them to your club.

Develop your club

Find ideas for planning and strengthening your club in these resources:

- Understand the current [State of Rotary's Membership](#): how we got here, who is joining, who is leaving — and the opportunities we all have to make membership a top priority.
- [Club Membership Committee Basics](#) — Enroll in this learning plan to learn more about your responsibilities in developing a strategic plan to engage and attract members.
- [Club Membership Committee Checklist](#) — Follow these steps to identify prospective members, introduce them to your club and Rotary, invite them in a meaningful way, and be sure to engage them and get them involved.
- [Strengthening Your Membership: Creating Your Membership Plan](#) — Develop a long-term strategy for boosting membership.
- [Be a Vibrant Club](#) — Learn 10 best practices shared by vibrant clubs worldwide, along with regional versions featuring local success stories.
- [Club flexibility](#) — Learn about flexible membership and meeting options; view [frequently asked questions](#), [governance documents](#), a [video](#), and start guides for [alternative membership types](#), and [flexible meeting formats](#).
- [Regional membership seminar curriculum](#) — Find session guides to lead breakout sessions at your regional membership seminar.
- [District Membership Chair Terms and responsibilities](#) — Description of role, term, and complete list of responsibilities.
- [Your Membership Plan](#) — This Learning Center course will teach you how to create a plan that includes steps your club can take to strengthen its membership.
- [Leadership in Action](#) — Develop skills such as teamwork, communication, and innovation in your club, with the session guides and ideas in this resource.
- [Starting a Rotary Club](#) — Learn what you need to do to form a club.

Stay current

Encourage members to stay up-to-date using:

- Courses in the [Learning Center](#)
- [Videos on our Vimeo channel](#)
- [Webinars](#) on membership topics

Subscribe to our [Membership Minute newsletter](#) or swap ideas on the [Membership Development Best Practices Discussion group](#).

Tools

- Manage your membership leads:
 - [Club leaders](#)
 - [District leaders](#)
- View your membership lead reports:
 - [Club leaders](#)
 - [District leaders](#)
 - [Zone leaders](#)
- Shop for [membership development resources](#).
- Track your club's progress in [Rotary Club Central](#).

Rotary support

- [District membership attraction and engagement committee](#)
- [District governor](#) or [assistant governor](#)
- [Regional coordinators](#)
- [Club and District Support representative](#)