



# MEMBERSHIP

**Brian King**

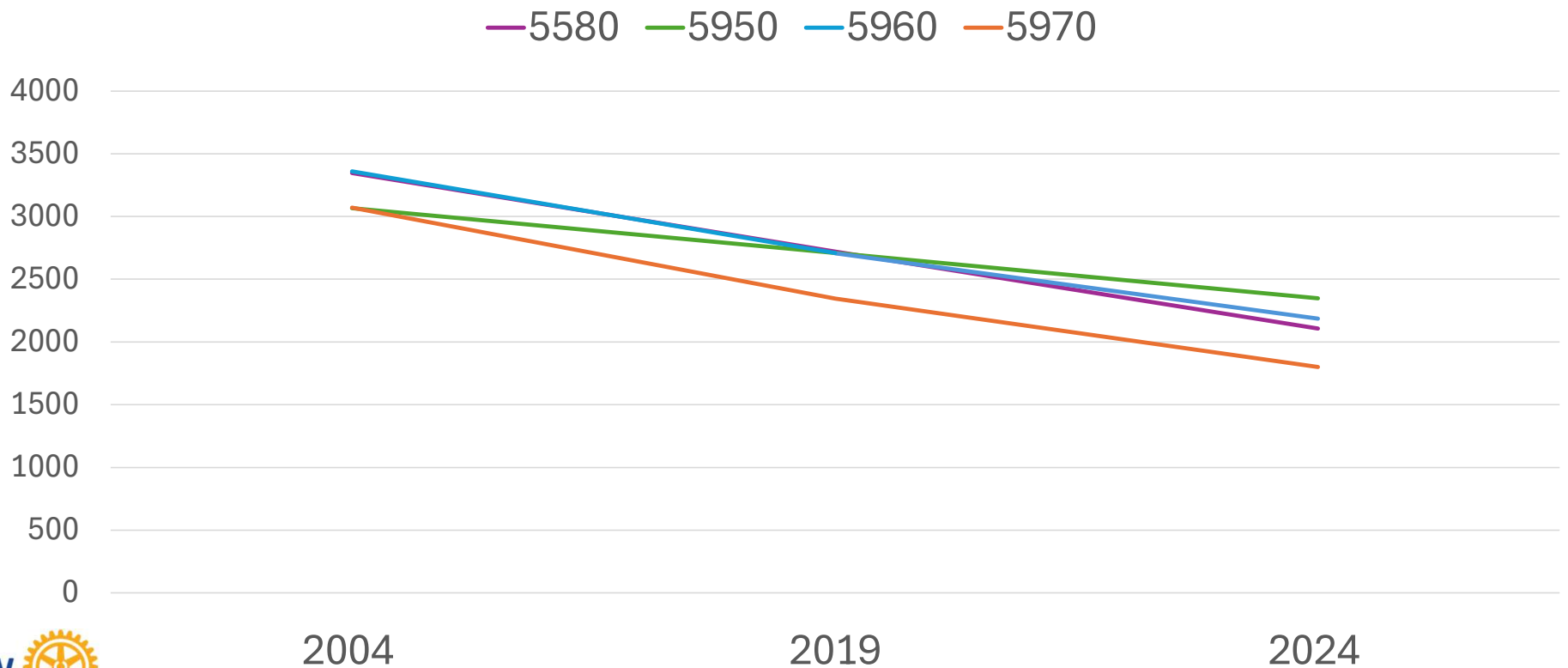
Director of Membership Development  
Rotary International



What is the biggest challenge facing your club today?

# ROTARY CLUB MEMBERSHIP TRENDS NORTH CENTRAL PETS

UNITE  
FOR  
GOOD



# MEMBERSHIP OPPORTUNITIES

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- The **Loneliness** Epidemic
- Culture of **Volunteerism**
- Over **10%** of new members leave within 1 year.
- **50%** of all terminations are members for less than 3 years
- You have **help!**



# WHY DO PEOPLE JOIN ROTARY?



Local  
community  
service



Friendship and  
fellowship



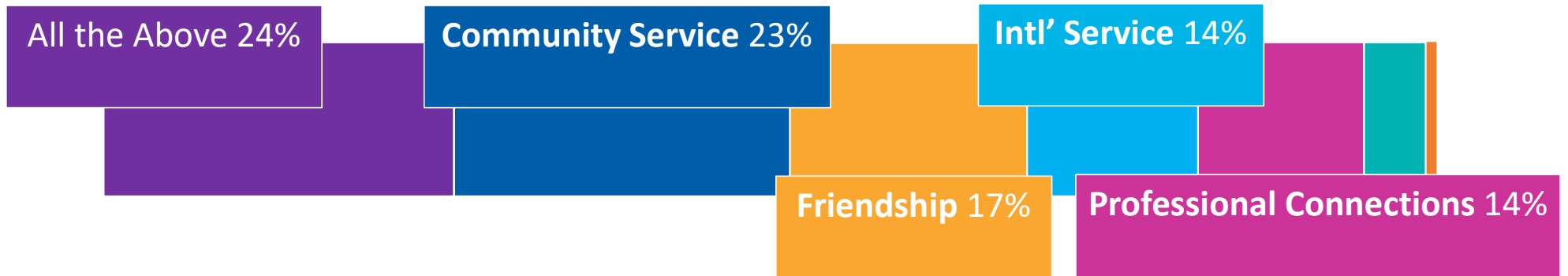
Service beyond  
the local  
community



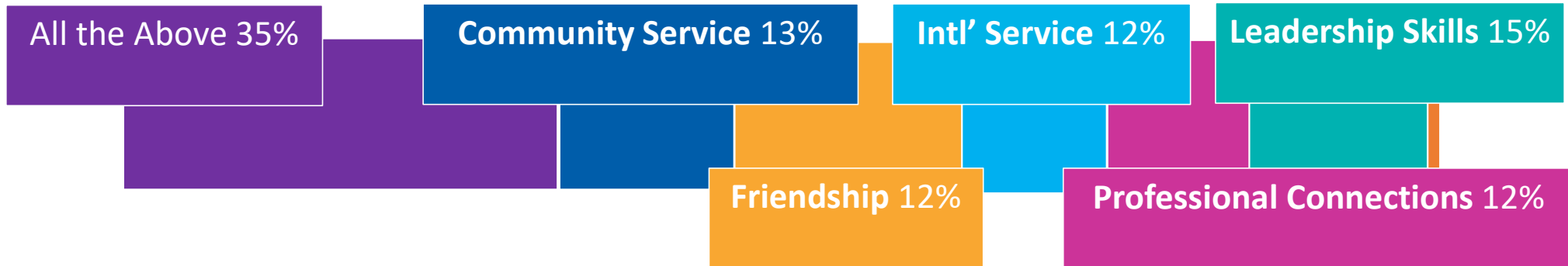
Professional and  
leadership  
development  
opportunities

# WHY PEOPLE JOIN ROTARY AND ROTARACT

## ROTARIANS



## ROTARACTORS





THE CLUB EXPERIENCE  
*matters most.*



**CLUB LEADERS**  
*matter most*  
*to the club experience.*

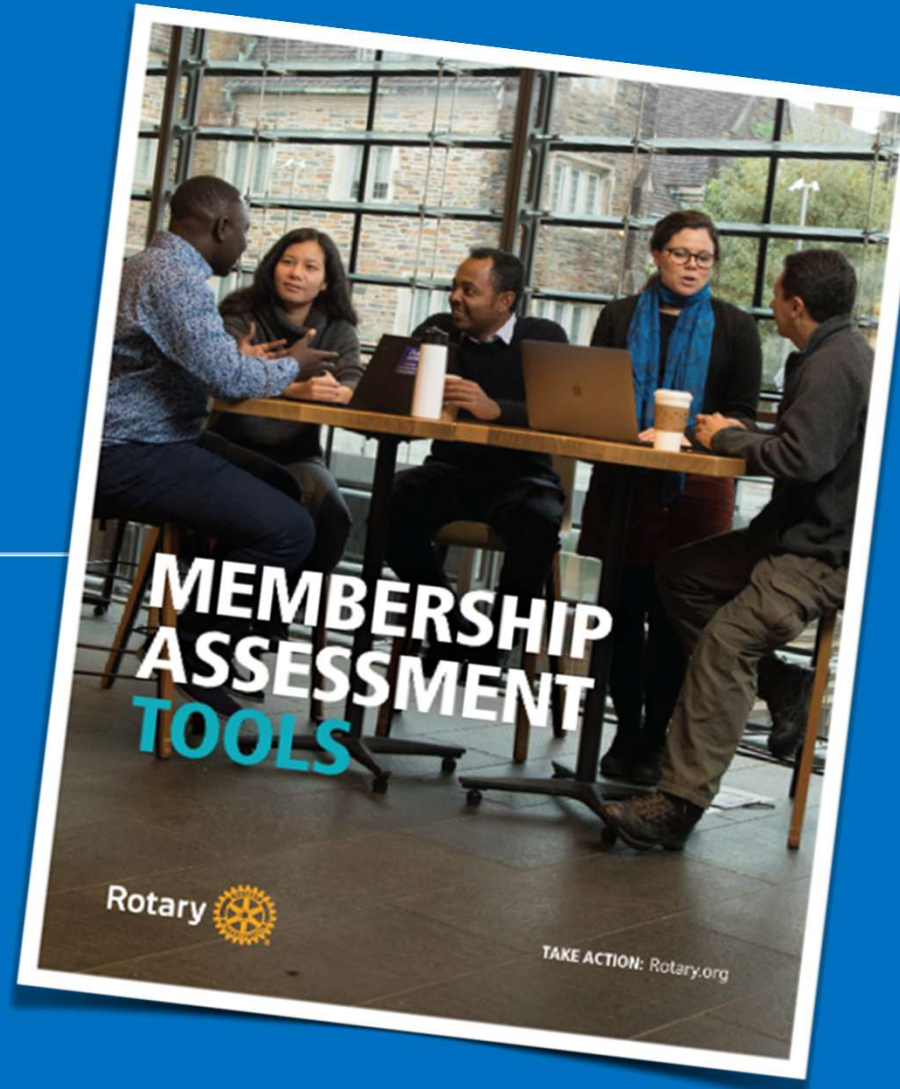


# WHAT MAKES UP THE CLUB EXPERIENCE?

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1. Meeting Enjoyment
2. Connections & Belonging
3. Meaningful Service
4. Personal Growth Opportunities
5. Confidence in Club Leadership





[rotary.org/membership](https://rotary.org/membership)

# ADAPT YOUR CLUB EXPERIENCE *to serve your members.*

- Programs and meeting structure
- In-person and virtual options
- Service and social events
- Orientations and mentoring
- Asking for and acting on feedback

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## MEMBERSHIP GROWTH OPPORTUNITIES

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- 1) Prioritize the Club Experience
- 2) Membership Leads ([rotary.org/join](https://rotary.org/join))
- 3) Engage former members
- 4) Reach out to youth (and parents!)
- 5) Leverage professional institutions
- 6) Embrace new club formats (Satellite/Companion Clubs)

# NEW MEMBER ENGAGEMENT E-MAIL CAMPAIGN



Send Date	Message & Call to Action
Day 1 of Admit	Welcome to Rotary Video; Rotary Basics
Day 7 after Admit	Create a My Rotary account; Member Benefits Video
Day 30 after Admit	Designing your Rotary experience; Newsletters
Day 90 after Admit	Rotary's history; Polio eradication
Day 180 after Admit	6-month review; Rotary Action Groups; Fellowships
Day 270 after Admit	Annual Report; The Rotary Foundation; Ways to Give
Day 365 after Admit	Happy Rota-versary; Refer a new member

# *UNITE FOR GOOD*



## RESOURCES

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- [Rotary.org/Membership](https://Rotary.org/Membership)
  - Club Health Check
  - Member Interest Survey
  - Member Satisfaction Survey
  - Club Experience Concierge
- [Rotary.org/Join](https://Rotary.org/Join)
- [Rotary.org/Learn](https://Rotary.org/Learn)

