

Membership Resource Guide



Rotary District 7545 President-Elect Training

March 15 & 16, 2019

You will be the first club Presidents to serve in the new District 7545.
From a membership perspective, what does that mean?

First, let's tackle what it doesn't mean. It does not mean we can let our foot off the gas in membership because we have doubled in size.

It does mean we no longer have to madly chase an arbitrary number in order to save our district. That was never healthy.

So, if membership is still a priority (and it is), what should we be doing?

In three easy words.....

BUILDING HEALTHY CLUBS!

Let's get started.

1. Know your resources and support system. The 7545 Membership Co-chairs and Assistant District Governors are there to help you. This guide lists valuable RI and District membership tools to make your job easier.
2. Be open and willing to change your mindset on a multitude of things including meeting schedules and membership plans, who a Rotarian is, and why we need to include our families, and have more FUN!
3. Identify the problems and issues in your club. The Rotary Club Health Check is a great tool, but it must be used in a positive way.
4. If you do not have a Membership Chair, please assign one. And, if you have not identified your goals and entered them in Rotary Club Central, please do!
5. Devise a plan to address the problems and issues you identify. And please understand that it doesn't have to be perfect the first time. Know that your plan can be changed as you get feedback and experience.
6. Once you feel your club is healthy (retention is good, fun factor is up), get the word out. A healthy club makes recruitment so much easier. The District Public Image co-chairs will be happy to lend a hand. (See Bonnie Branciaroli's guide to using social media at the end of this manual.)

When it comes to instituting change, this video is a must see!
It's from the 2018 Rotary International convention in Toronto.

“Simply Irresistible”

Link for the video:

https://onlineevent.com/rotary/courses/7126/sections/10798/video_presentations/112525

Start the video at about 6:45 minutes in, and it will run about another 45 minutes, so it's not suitable for a meeting. However, if you can get a core group of club decision makers together to watch this, it will be a huge help in facilitating change in your club.

“Simply Irresistible” Contributors

- **Louisa V.B. Horne**

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- **Doug Logan**

Past District Governor (District 7820)

Doug joined Rotary in 1997. His Rotary service has included Club Secretary, Club President, District Trainer, District Convention Co-Chair, Group Study Exchange Team Leader, Strategic Plan Leader and District Governor. As District Governor, he led the re-organization of the District's governance structure, resulting in a significant improvement in organizational continuity and stability. Doug is a multiple Paul Harris Fellow, Rotary Benefactor and Rotary Bequest Society member.

Many club leaders still have questions about the kinds of changes Rotary International now allows in terms of meeting schedules, membership plans, attendance requirements and more. The answers are in the following document, copied directly from rotary.org.

Club flexibility

Since the 2016 Council on Legislation, Rotary clubs have had the flexibility to choose when, where, and how clubs meet and the types of membership they offer.

5 ways to use the new flexibility

It's up to your club to decide how — and if — you want to make it more flexible. Look at the examples below to see what changes may benefit your club. After you settle on a change, remember to update your bylaws.

Here are some examples of how your club can apply the new flexible options:

1. **Change your meeting schedule.** Your club can vary its meeting days, times, and frequency. For example, you could hold a traditional meeting on the first Tuesday of the month to discuss business and service projects and get together socially on the last Friday of the month. You just need to meet at least twice a month.
2. **Vary your meeting format.** Your club can meet in person, online, or a combination, including letting some members attend in-person meetings through the Internet.
3. **Relax attendance requirements.** Your club can ease attendance requirements and encourage members to participate in other ways, such as taking a leadership role, updating the club website regularly, running a meeting a few times a year, or planning an event. If your club is dynamic and offers a good experience for members, attendance won't be a problem.
4. **Offer multiple membership types.** Your club could offer family memberships, junior memberships to young professionals, or corporate

memberships. Each type of membership can have its own policies on dues, attendance, and service expectations. Rotary will count these people in your club membership and will consider them active members if they pay RI dues.

5. **Invite Rotaractors to be members of your club.** You can invite Rotaractors to join your club while remaining members of their Rotaract clubs. If your club chooses to, it can make special accommodations for these members, such as relaxed attendance requirements or reduced fees, as long as they are reflected in the club bylaws.

Find examples of bylaw amendments that clubs might use to try these new flexible options below, and review our frequently asked questions for more information.

Resources & reference

- **[Frequently asked questions](#)**
- **[Rotary's governance documents](#)**
- **[Start Guide for Alternate Membership Types \(includes sample bylaws\)](#)**
- **[Start Guide for Flexible Meeting Formats \(includes sample bylaws\)](#)**
- **[Club meeting flexibility and format \(video\)](#)**
- **[Membership Types and Attendance Flexibility \(video\)](#)**
- **[Satellite club FAQ \(PDF\)](#)**
- **[Satellite club application \(PDF\)](#)**
- **[Satellite club member information form \(PDF\)](#)**
- **[Membership Flexibility Overview](#)**

Club flexibility FAQ

Does our club have to make these changes?

No. Any Rotary club wishing to take advantage of the flexibility that the Council on Legislation approved can do so by amending its bylaws as permitted by the [Standard Rotary Club Constitution](#). But clubs can also continue to follow their current requirements for meetings, attendance, structure, and categories of membership.

Is it a problem that revising our club's bylaws results in contradictions of the Rotary International Bylaws and the Standard Rotary Club Constitution?

No. Typically, a club's bylaws cannot supersede the Rotary International Bylaws or the Standard Rotary Club Constitution, but provisions were added to both documents at the 2016 Council to allow clubs to do just that for certain sections. A club must approve the exceptions to those specific sections and include them in its bylaws.

How do corporate memberships work?

Your club is free to offer alternative membership types of any kind, as long as new members are counted as individuals — corporate members in this case — rather than the corporations that sponsor their membership. If the members pay RI dues, they will be included in your club's official membership count and receive all the benefits that other active, dues-paying members enjoy.

Your club can have different policies for these members' other financial obligations (club and district dues, meal costs, etc.), attendance requirements, or service expectations, as long as these policies are reflected in the club bylaws.

How do associate memberships work?

Your club can define associate membership as it wishes. Some clubs use associate membership as a trial period to engage interested people. If the associate members see value in the experience, they can join the club. In such cases, the club would report them as active members once they've joined, and the members would then receive all the benefits that other active, dues-paying members enjoy and would be included in the club's membership count.

What's the difference between active and honorary members?

Rotary International defines active members as those who meet the requirements for membership, pay RI dues, are eligible to vote on district matters, and are eligible to hold a club officer position. Honorary membership is used to recognize people who have distinguished themselves by meritorious service and embody Rotary ideals, or those considered friends of Rotary for their support of Rotary's causes. They are exempt from paying RI

dues, have no vote in Rotary matters, are not eligible to hold any club office, and are not included in a club's membership numbers. Active members are called Rotarians, while honorary members are called honorary Rotarians.

What are the official requirements for membership?

The only mandatory qualifications for membership are that Rotarians must be adults who have demonstrated good character, integrity, and leadership; have a good reputation in their business, profession, and community; and are willing to make a positive difference in their community and around the world.

Now that Rotary no longer distinguishes between e-clubs and other clubs, are clubs that meet primarily online still called e-clubs?

Yes and no. Rotary no longer distinguishes between clubs that hold face-to-face meetings and clubs that meet online. That's because all clubs now have the option of meeting in person or online, allowing members to attend in-person meetings using applications such as Skype or FaceTime, or switching between any of these formats. However, clubs that identify themselves as e-clubs may keep that word in their names and continue to brand themselves as e-clubs to emphasize that they meet exclusively or primarily online.

Are current Rotaract and Interact e-clubs still considered e-clubs?

The Rotaract and Interact standard club constitutions and bylaws already permit these clubs to meet in person, online, or a combination of both, with the approval of their sponsor Rotary club or clubs. Rotaract and Interact clubs' official names do not include "e-club," but clubs may name and brand themselves as e-clubs to emphasize that they meet exclusively or primarily online.

Because of the age of Interact members, all online activities, such as the club website and social media pages, must be operated in accordance with applicable law and regulations, and sponsor Rotary clubs must obtain written consent of Interactors' parents or legal guardians in advance of Interact participation as necessary.

How could my club benefit from creating a satellite club?

Some clubs create a satellite club to accommodate members' differing schedules. This allows some members of the club to meet at a different time and place than the rest of the club. The benefit is that the club doesn't lose members because of scheduling conflicts. Satellite club members are officially members of their sponsor club, but if membership grows enough, the satellite club can break off and charter as a new club.

Does our club secretary still need to send monthly attendance reports to the district governor?

Although the recent policy changes allow clubs to focus less on attendance and more on engagement, clubs are still required to provide some kind of attendance report to the district governor. The form that report takes will differ from club to club, depending on their attendance rules. It may be more useful for district governors to receive a report that indicates how engaged your members are.

Are we allowed to charge an admission fee for new members?

Yes. However, new members can also be admitted without paying admission fees. Whatever your policy is, be sure your bylaws document it.

If I'm a Rotaract member and a Rotary member, do I have to pay dues to both clubs?

Yes. You would pay the required club or district dues for both clubs and annual Rotary member dues to Rotary International. Rotaract member dues are collected only at the club or district level, not by Rotary International. However, your club has the flexibility to create different membership types for Rotaract members and young professionals. This could include reduced club or district dues for members who belong to both Rotaract and Rotary, as long as the club subsidizes the RI dues for the member.

Link to the document:

<https://my.rotary.org/en/club-flexibility>

How to Find Membership Resources on rotary.org

Rotary International is doing an incredible job of providing membership support tools and resources. Following is a listing of some of the best membership resources and where to find them.

Go to: **rotary.org**, click **My Rotary** and sign in.

Click **Learning & Reference**, and in the drop-down menu under **Learn by Topic** select **Membership**.

Below is the index of resources as it appears on the website.

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.

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.

Rotary Videos

Rotary videos appear in at least two places, not counting the short advertising-oriented videos in the Brand Center.

In **My Rotary** go to **News and Media** and in the drop-down menu, click **Rotary Video**.

Or, under **My Rotary**, choose **Manage** and in the drop-down menu, under **Club and District Administration**, choose **Rotary Club Central**. You may have to sign in again. There will be a **Dashboard** on the left. Click **Resources** and scroll down to **Public Image Resources**. Click **Rotary Videos** and you will get the same 48 impactful videos that are listed under News and Media. While this is somewhat redundant, everyone should take a tour of Rotary Club Central. There are many additional resources that are both useful and interesting.

To find Rotary Membership videos on Vimeo, go to:

<https://vimeo.com/channels/rotarymembership>

To access the Toronto convention videos on Vimeo, go to:

<https://vimeopro.com/rotary/toronto-convention>

The Learning Center

Under **Stay Current** above, you'll see The Learning Center. Below are membership related courses offered in the Learning Center.

[Your Membership Plan](#) -- 1h

[Best Practices for Engaging Members](#) 45m

[Building a Diverse Club](#) 30m

[Club Public Image Committee Basics](#) 30m

[Kick-start Your New Member Orientation](#) -- 45m

[Membership](#) -- 7h 30m

[Practicing Flexibility and Innovation](#) -- 1h

[Strategies for Attracting New Members](#) -- 1h 15m

Link for the Learning Center:

<https://learn.rotary.org/members/learn/catalog>

Links to Rotary Corporate Plans from around the world:

--A report on their Corporate Plan from Melbourne, Australia:

<https://blog.rotary.org/2016/12/01/corporate-membership-what-has-worked-for-us-and-what-hasnt/>

--The Corporate Plan from Welland, Ontario, Canada:

<https://wellandrotaryclub.com/page/corporate-membership>

--The story of their Corporate experience from Demotte-Kankakee Valley, Indiana:

<https://www.rotary.org/en/club-innovation-corporate-memberships>

--The complete Corporate Membership application from Los Angeles (click on the tabs under Membership on the right):

<http://www.rotaryla5.org/membership/corporate-membership-application>

--The Corporate Membership Plan from Madison West Towne-Middleton, Wisconsin:

<https://www.mwt-mrotaryclub.org/sitepage/business-corporate-membership/what-is-business-corporate-membership-you-ask>

Telling the Rotary Story through Social Media

by Bonnie Branciaroli

Most clubs in District 7530 have Facebook pages and these links can be found on the District website: <http://rotarydistrict7530.org/membership/club-meeting-days-times-and-locations>

With the changing algorithms of Facebook, how do you know your Facebook page is working for your club to accomplish the Public Image goal of “building awareness”? In most cases, it is not. Here’s why.

According to *The Science of Social Media* (podcast by Buffer.com), “With Facebook, there is a clear shift away from promotion and building purely a following on social media, to now creating community.”

Facebook is looking for user-generated, native content that connects people and communities of people. It’s looking for content that creates interaction. Sounds like Rotary, doesn’t it?

What can you do to create more community around your Facebook page?

- Educate your club members on the importance of interacting with your club posts. Interactions can be things like: a person commenting or liking another person’s photo or status update, a person reacting to a post from a publisher (or brand) that a friend has shared, and multiple people replying to each other’s comments on a video they watched or an article they read in the news feed.
- Share links over Messenger to start a conversation with a friend or group of friends. That link ends up prioritized in the algorithm after that.
- Length of the comments on posts has weight as well. Long form comments on a post help that post receive a higher weighting.
- Facebook prefers native content over content that will take a user to another site, which does make sense since they are trying to keep people on Facebook. Keep your videos in Facebook, and not linked to YouTube or Vimeo.
- Be consistent in your posting. If you only have a day out of your busy week to work your Rotary Facebook page, posts can be scheduled in advance. Just click on the arrow to the right of the Publish button and choose Schedule.

- You don't always have to reinvent the wheel. Re-purpose content from other Rotary-related pages such as the District 7530 Facebook page: <https://www.facebook.com/RotaryDistrict7530/> or the District 7530 web site: <http://rotarydistrict7530.org/> Plus, content from Rotary International: <http://rotary.org/> and <http://facebook.com/rotary/> and Zone Information from Rotary Zone 33-34: <https://www.facebook.com/groups/rotaryinternationalzones33.34/> and <https://www.rizones33-34.org/>
- Finally, what not to do. While more engagement on your content means it will be ranked higher, the tricky thing is that if you ask people to like, comment or share your post that makes the algorithm mark it down.

Marketing on Facebook

- Stay on Brand using Rotary guidelines (Go to Rotary Brand Center through your My Rotary account.) <https://brandcenter.rotary.org/en-gb>
- Use consistent and consecutive waves of Publicity (Pre-event, Live during Event and Post Event)
- Visual impact matters! For free, easy to use guidelines for Profile and Cover sizes and other cool info: <https://www.canva.com/> or just Google for the specific Facebook information you need.
- Use Boosting to build your number. Geo-targeting West Virginia or the cities around you, and choosing Friends and Friends of Friends builds followers of common interest, and that increase builds Community. It's amazing how far a \$10 Boost can go if it's targeted correctly.

Resources

Want to fine tune your Facebook page and build up its presence in the 2019 algorithm: <https://buffer.com/library/how-to-create-manage-facebook-business-page>

More Marketing Tips

<https://buffer.com/library/facebook-marketing>

The new District 7545 comes into being on July 1, 2019. The consolidation effort has given us a renewed sense of energy and enthusiasm, as we see new opportunities and potential.

Your Membership co-chairs are committed to giving you help and support in your membership efforts. Our goal is healthy and vibrant clubs, leading to healthy and sustainable growth

We will also be communicating through the Membership Coalition email group, soon to be housed on the new 7545 DACdb. Please remember that the Membership Coalition is a way for club leaders to communicate with all clubs. We encourage you to seek input on issues, tell us your success stories, and share plans and ideas.

We will also be developing a membership team which will be announced soon. We hope you will commit to using the people and resources provided to build better, stronger, and bigger clubs.

District 7545 Membership Co-Chairs

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