



Member Care Manual

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“Supporting the membership journey”



Table of Contents

Introduction: *"The Member Journey"*

Chapter 1: *"The Prospective Member"*

- 1.1 Chapter Summary
- 1.2 The Member Leads Program
- 1.3 Discover Rotary (informal or formal)

Chapter 2: *"The New Member"*

- 2.1 Chapter Summary
- 2.2 Induction Ceremony
- 2.3 New Member Orientation
 - 2.3.1 New Member Orientation Presentation
 - 2.3.2 New Member Entrance Interview
 - 2.3.3 New Member Orientation Process
- 2.4 The Mentor Program
 - 2.4.1 Selecting Mentors
 - 2.4.2 Training Mentors
 - 2.4.3 Mentoring New Members

Chapter 3: *"The Experienced Member"*

- 3.1 Chapter Summary
- 3.2 Assessment Tools
 - 3.2.1 Rotary Club Health Check
 - 3.2.2 Member Satisfaction Survey
 - 3.2.3 Club Assembly
- 3.3 Expanding Your Rotary Knowledge
 - 3.3.1 District Training Opportunities
 - 3.3.2 District Projects and Events
 - 3.3.3 Zone Training Opportunities
 - 3.3.4 Rotary International Conventions
 - 3.3.5 The Rotary Minute

Appendices

- A Rotary Facts Reference Guide
- B. Relevant Acronyms and Abbreviations
- C Membership Leads Program



Member Care Manual

- D Discover Rotary Sample Slide Presentation
- E Sample Induction Ceremonies
- F Skeletonized New Member Orientation Slide Presentation
- G Sample New Member Entrance Interview Questions
- H New Member Orientation Techniques
- I New Member Mentor Program Guidelines
- J Rotary Club Health Check
- K Member Satisfaction Survey
- L Expanding Your Rotary Horizons Presentation
- M A Collection of Rotary Minutes



Introduction

“The Member Journey”

Understanding “The Member Journey” begins with understanding Rotary. Simply stated, Rotary is an international organization of over 1.4 million individuals in 200 countries organized into Rotary and Rotaract Clubs and providing service to others, both locally and globally; promoting integrity; and advancing goodwill, peace, and understanding in the world. Rotarians “see a world where people unite and take action to create lasting change, across the globe, in our communities and in ourselves.”¹

As a Rotarian, each member’s journey in Rotary is unique. Collectively, that journey can be thought of in three segments:



A Prospective Member is one who has not yet made the decision to apply for membership or been accepted into membership by a Rotary Club. Prospective members may be identified by current Rotarians seeking to introduce Rotary to a friend or colleague, through an inquiry by a potential member (perhaps as a result of reading an article on Rotary or seeing a public image story by one of its clubs), or through the Member Leads Program explained later in this manual. Our focus during the Prospective Member portion of the Member Journey is on introducing the prospective new member to Rotary as well as to ensure both the club and the individual feel Rotary is a good fit (i.e., the individual understands and agrees to fulfill the responsibilities of membership and the Club concludes the individual is ready to do so and will contribute as a member of the Club).

A New Member is one who has decided to join a Rotary Club and has been approved for membership by that Club. The New Member portion of the Member Journey typically takes two years, during which time our focus is on induction, orientation (expanding the new member’s understanding of Rotary and the Club) and engagement (getting the new member involved in Club activities and administration).

¹ Rotary’s Vision Statement



Member Care Manual

An Experienced Member is one who has completed the New Member portion of the Member Journey and now seeks to further expand their knowledge and engagement in Rotary, both at the club level and beyond.

Management of each member's Rotary journey, particularly in the initial stages, is a joint responsibility of both the individual and the club. This manual focuses primarily on the Club's responsibilities, and as such will provide tools and techniques that have proven successful assisting Clubs in support of their members on their individual Rotary journeys.

The manual provides a collection of information, ideas and approaches used successfully by other clubs. Not all will necessarily apply to your club and that's OK. Our hope is that by consolidating these ideas and approaches in one manual, we will cause you to reevaluate the approaches used in your club, introduce some new ideas, adapt some of the ideas presented to meet your needs, and ultimately strengthen your management of the Membership Journey for your members.



Chapter I

“The Prospective Member”

1.1 Chapter Summary

The Member Journey begins as soon as a prospective member is identified. Being provided basic information about Rotary, as well as learning the expectations and benefits of Rotary early in the process, helps prospective members make informed decisions to accept the invitation to join Rotary, when it is extended. Chapter I provides an outline for this process as well as introduces the Membership Leads program as a tool to identify prospective Rotarians. It also introduces a Rotary Facts Reference Guide (Appendix A) which provides a collection of information and facts on Rotary to support each club’s efforts to nurture and support the journeys of their members. Finally, it provides a summary a useful acronyms and abbreviations that are often encountered in conversations about Rotary (Appendix B).

1.2 The Membership Leads Program

The Membership Leads Program routes prospective members to your club to help you grow your membership.

HOW IT WORKS

1. A prospective member, relocating member, or Rotarian who is referring a potential member submits information on Rotary.org
2. Rotary staff members screen the lead to make sure the candidate meets basic membership qualifications and then assign it to a district in the candidate’s preferred club meeting location.
3. The district governor, district membership chair, and assistant governor get an alert about the lead.
4. The district membership chair or designee goes online to review the lead and match the prospect to the club.
5. The club’s president, secretary, and membership chair get an alert to review the lead and take the next steps. Club officers decide whether to contact the prospect or ask the district to consider the prospect for another club.



Note: Additional information on using the Membership Leads Program can be found in Appendix C.

1.3 Discover Rotary

Discover Rotary is a term used to describe a process through which an interested individual can learn about Rotary before making a decision about joining.

The format for a Discovery Rotary session is flexible. It can range from a formal Discover Rotary slide presentation for larger groups to an informal meeting for smaller groups or perhaps for just one prospective member. When possible, it is recommended more than one Rotarian attend each Discover Rotary session. In cases where a presentation to a group is being made, several Rotarians should attend.

Clubs are encouraged to consider partnering with neighboring clubs in making Discover Rotary presentations.

Regardless of the format utilized, it is recommended that the Discover Rotary session cover:

- Introductions of those attending
- Rotary's mission
- How Rotary got started (history)
- The 4-Way Test
- The Object of Rotary
- Rotary's Avenues of Service
- Rotary's Areas of Focus
- Our Foundation
- Youth Programs
- Why Join Rotary?
- Expectations of members (involvement, cost, etc.)
- Club service projects
- How to join (including your club's membership options)



Member Care Manual

Appendix A provides a Rotary Facts Reference Guide that can be used by clubs as resource material in tailoring their membership training throughout the member journey.

Appendix B provides a summary of relevant Rotary Acronyms and Abbreviations.

Appendix D provides a sample Discover Rotary slide presentation which can be used and/or tailored to the desires of the club.



Chapter 2

“The New Member”

2.1 Chapter Summary

Once an individual is invited to join a Rotary club, accepts that invitation, and is approved for membership, they are considered a new member. The focus of the Member Journey then shifts to getting the member inducted, discovering more about the new member and where they will best fit as a member of the club, orienting the member to the club and getting them engaged in club committees and activities.

2.2 Induction Ceremony

The first step for a new member is their induction ceremony. A new member should be inducted as soon after being approved for membership as possible.

While the induction ceremony need not be elaborate, it should be meaningful. It should be held during a regular club meeting in front of the entire club and marked with some formality. It is highly recommended the new member’s family be included as family support is a key component of a successful Rotary membership experience.

While there is no prescribed induction ceremony, several example ceremonies are provided in Appendix E.

2.3 New Member Orientation

The next step in the member journey following induction is the new member orientation. In contrast to the Discover Rotary presentation that introduces prospective members to Rotary, new member orientation is more in-depth, focused on your club, and slower paced, to allow new members to transition smoothly into active club participation.

New Member Orientation is comprised of three parts:

- The New Member Orientation Presentation
- The New Member Interview
- The New Member Orientation Process



2.3.1 New Member Orientation Presentation

Much like Discover Rotary, your club has a great deal of flexibility in deciding how to conduct their New Member Orientation presentation. Once again, it can be done in an informal or formal setting and presented conversationally or in a formal presentation format.

Some clubs hold informational sessions and others have fun “start classes” in a less formal setting. The size of your club may influence the format you choose.

Regardless of the setup, pacing the orientation allows new members to form relationships and get involved in ways that best fit their interests and needs.

Similar to the Discover Rotary outline presented in the previous chapter, it is recommended the following topics be covered in your new member orientation:

- Introductions of those attending
- Rotary’s structure
- Your club’s history, size and service area
- Your club’s leadership (officers, Board and Committee Chairs)
- Your club’s meetings (days, time, format)
- Introduction to your club’s governance structure
 - Rotary’s Core Values
 - Object of Rotary
 - 4-Way test
 - Club constitution
 - Club bylaws
- Club communication channels (e.g., newsletter, social media, P-mail)
- Outline of your club’s community service activities
- Introduction to RLI
- Ways to give to the Foundation used by your club
- Mentor assignment
- Outline of your club’s orientation process (whatever your club uses – see below for examples)
- Introduction to the new member’s assigned mentor

A skeletonized New Member Orientation slide presentation is provided in Appendix F.

2.3.2 New Member Entrance Interview

Shortly after a new member’s induction, a new member entrance interview should be conducted. The purpose of this interview is to explore the new member’s interests, get them



engaged in your club's organization and activities and start them on their new member orientation.

The new member entrance interview should be conducted by either the new member's mentor or a Rotarian that has similar interests to that of the new member (e.g., vocation, hobbies, extracurricular interests).

Sample new member entrance interview questions are provided in Appendix G.

2.3.3 New Member Orientation Process

The New Member Orientation Process is a series of activities accomplished by the new member over a specified period of time (normally six to eight months), during which the new member is provided more depth of knowledge in Rotary and your club, and becomes engaged in club activities. The steps accomplished during new member orientation is at the discretion of your club. Two examples of techniques used in other districts are provided in Appendix H:

- New Member Activity Check Sheet
- New Member Scavenger Hunt

2.4 The Mentor Program

An active and effective mentor program is a key component of a successful new member orientation. There is no substitute for a new member having a guiding hand to assist them throughout the new member journey, someone to answer their questions, encourage their involvement, and guide them through the indoctrination process.

An effective mentor program begins with selection of the right mentors, ensuring they are properly trained and understand their role, and following up to verify they are engaged in supporting their assigned mentee and that the mentee is progressing adequately on their journey.

2.4.1 Selecting Mentors

In selecting potential mentors, look for these qualities:

1. Someone that is passionate about Rotary.
2. Is an experienced Rotarian with in-depth knowledge of Rotary and their club.
3. Has the willingness to spend the time necessary to enhance the integration of new Rotarians into the club by providing personal support, consulting and coaching.

Sponsors should not be selected as mentors unless they possess the above qualities.



2.4.2 Training Mentors

Mentoring is one of the most important parts of the orientation process. However, Mentors cannot just be appointed and left on their own. They must be trained. Their duties and expectations must be clear and a list of expected activities or actions with the new member delineated.

The club president should appoint an individual responsible for the mentor program who has served as a mentor and can act as trainer for new mentors. New mentor training should include a walk-through of the responsibilities outlined in Appendix I to ensure they are understood and followed.

2.4.3 Mentoring New Members

Once selected, a mentor should receive instructions and coaching on the scope and method of being an effective mentor. The job is not difficult, but it does require a commitment of time to shepherd new members through several events and activities to ensure they fully understand the expectations and responsibilities of membership and are engaged in club work.

The activities assigned to be accomplished by the new member under the guidance of their mentor may vary depending upon the new member's orientation to date (e.g., Discover Rotary Attendance) as well as the club's practices (e.g., conducting new member activities). Guidelines for mentoring new members as well as a comprehensive list of suggested mentor activities is provided in Appendix I.



Chapter 3 “The Experienced Member”

3.1 Chapter summary

Experienced members are those that have completed the new member journey and are now engaged in club activities. Clubs with experienced members should be focused on the retention of these members through:

- Periodic assessments of their members’ membership experience and the associated adjustments (continuous improvements) that result from those assessments.
- Expanding the engagement of their members beyond the club level (i.e., in district and above Rotary activities and experiences)

This chapter focuses on practices and techniques to conduct member assessments as well as outline opportunities for members to engage in Rotary activities beyond the club level.

3.2 Assessment Tools

Three tools are available to Rotary Clubs through which to receive feedback from club members regarding the quality of their member experience:

- The Rotary Club Health Check, is typically conducted by the Club Leadership Team;
- The Member Satisfaction Survey, solicits direct feedback from individual members; and
- The Club Assembly, is a forum through which club leaders can solicit feedback in a “town hall” format.

Each of these tools are outlined below.

3.2.1 Rotary Club Health Check

The Rotary Club Health Check is best completed by your Club Leadership Team. It can be completed individually with the results reviewed by comparing the results of each team member’s input or completed in a group discussion.

The Health Check evaluates five primary areas:

- The Member Experience
- Service and Socials
- Membership Trends
- Club Image
- Business and Operations



In each case, the health check provides ideas on what actions to take to address potential weaknesses.

Appendix J provides the Rotary International recommended Rotary Club Health Check. Clubs are encouraged to conduct a health check annually in conjunction with the change in club leadership.

3.2.2 Member Satisfaction Survey

The Member Satisfaction Survey is a method for soliciting feedback directly from members on the quality of their member experience. Appendix K provides a sample survey which can be modified to fit the needs of the club.

Member Satisfaction Surveys can be completed at the discretion of the club leadership, but doing so in conjunction with the annual club health check is highly recommended as the results of the two provide valuable insights into the member experience in your club.

3.2.3 Club Assembly

Rotary Code of Policies, paragraph 7.040, defines a Rotary club assembly as a meeting of all club members, including the club's officers, directors and committee chairs, held for the purpose of conferring on the program and activities of the club or for membership education. All members of the club are urged to attend the assembly. The club president, or other designated officer, presides at club assemblies.

The relevant term to this chapter of the Member Care Manual is "confer." Club Assemblies provide an opportunity to have an open discussion with the membership on subjects such as the leadership's goals for the year, progress toward those goals, and feedback from Rotary Club Health Checks and Member Satisfaction Surveys. They provide a forum for an open discussion on how things are going, an opportunity to identify areas in which the member experience can be enhanced, and a chance to brainstorm possible new directions to ensure the clubs activities remain relevant and engaging for the membership.

Club assemblies allow club members to:

- Review goals and action plans
- Coordinate committee activities
- Understand how the club's action plans are being implemented
- Participate in informal discussions that stimulate creative solutions
- Learn about Rotary and its programs
- Discuss your club's strengths and opportunities for improvement

Relevant topics for discussion include:

- Service projects and club activities
- Membership growth and retention strategies
- District and RI meetings
- Rotary programs
- Any topic raised in an open forum

The frequency of club assemblies is at the discretion of the club, although at least two are recommended, one early in the term of a new leadership team and one near the midpoint in that Rotary year.



3.3 Expanding Your Rotary Knowledge

Rotarians who are fully engaged at the club level should be encouraged to expand their knowledge of Rotary through training and engagement beyond the club level. The opportunities range from participation at the district level, to expanded use of the Rotary Learning Center, to engagement in one of Rotary's affiliated groups and participation in a Rotary International Convention.

Appendix L provides a high level summary of some of these opportunities. The slides in this presentation can be used together or selectively at Club Assemblies to introduce these opportunities to your membership.

3.3.1 District Training Opportunities

There are three primary district training events held annually:

- **President-elect Training Seminar (PETS):** PETS is an annual district-level seminar typically held in the spring of each year. PETS' primary purpose is to train incoming Rotary and Rotaract club presidents on their role and responsibilities during their year as club president. President-nominees and emerging club leaders who show promise as future club presidents are welcome to participate in this unique leadership development experience.
- **District Training Assembly (DTA):** The annual District Training Assembly is typically held in June and is the major training event in the district. Its primary purpose is to train the incoming leadership teams for the clubs within the district. District Assembly workshops offer motivation, inspiration, Rotary information, and new ideas for club officers, directors, and key committee chairmen of each club.
- **District Conference:** The annual district conference is typically held in May and is a time to network; reconnect with friends; find inspiration for continuing service and community leadership; and pursue opportunities to broaden your knowledge and engagement with Rotary. The conference usually lasts two days and includes:
 - A visit from the current Rotary International President's representative, who gives an update on Rotary International and inspires and motivates participants
 - A report on the district, including its successes and challenges
 - An official business meeting to discuss and vote on important district matters
 - Local and international speakers who provide information on topics relevant to district members.
 - A district service project

3.3.2 District Projects and Events

Participation in district-wide service projects and events is a great way to expand your engagement in Rotary. The nature of these events can vary from year to year, but they always provide opportunities to expand Rotary fellowship and engagement beyond the club level.

Monitoring the district Facebook page, website and the DACdb District calendar is the best way to stay current on upcoming district events.



3.3.3 Zone Training Opportunities

Our Zone 33/34 leadership team is one of the most proactive training teams in Rotary. Monthly meetings and training opportunities are frequently scheduled in both the Membership and Public Image areas. Participation in these virtual sessions as well as in the monthly Zone information meeting hosted by our Zone Director is open to all interested Rotarians.

For information about these sessions, contact the corresponding District Leadership Team member or search the DACdb calendar for upcoming Multi-District events.

3.3.4 Rotary International Conventions

On 15 August 1910, Paul Harris convened the first Rotary convention. At the time, there were 16 clubs in the United States. Today, Rotary Conventions gather Rotarians from around the world on an annual basis to combine fellowship with Rotary business and inspire attendees with notable guest speakers and entertainers, workshops, and messages from Rotary leaders.

The experience of attending a Rotary International Convention is unmatched in Rotary. No matter who you are or where you're from, you're bound to find inspiration throughout the convention. It's an experience unlike any other Rotary event and it will renew your commitment to service and leadership while providing opportunities to make new friends and connect with old ones in fascinating global venues (the conventions, while frequently held in the United States, rotate to various venues around the world).

Rotary Clubs should keep their membership informed on upcoming Rotary International Conventions and encourage their participation. Our district appoints an International Rotary Convention chairperson for each conference. They are the point of contact for current information on the upcoming conference.

3.3.5 The Rotary Minute

A mechanism many Rotary clubs use to expand the Rotary knowledge of their membership on a continuous basis is The Rotary Minute. Rotary Minutes become a component of each meeting's agenda and focus on a particular element of Rotary that may be of a historical nature or merely a brief summary of an aspect of Rotary with which your club members are not familiar.

Appendix M provides a collection of Rotary Minutes which can be used. You can also create your own (Appendix A is a good source of information to assist in doing so).