



MEMBERSHIP RESOURCE GUIDE

The resources below can be downloaded through www.rotary.org by clicking on the hyperlink (underlined in a blue font). If you experience any trouble when downloading resources, please email membershipdevelopment@rotary.org.

PUBLICATIONS		
Name	Description	Audience
Strengthening Your Membership	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents, membership committees, and district membership chairs
Starting a Rotary Club	This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.	District governors
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.	Club leadership
Be A Vibrant Club	A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture.	Club leadership
Connect for Good	This eight-page guide shows how to get involved and connect with Rotary.	Current members
Rotary Basics	This comprehensive guide to all things Rotary covers everything from how Rotary began to how you can optimize your membership experience.	New members

LEARNING CENTER: ONLINE COURSES (My Rotary login required)		
Name	Description	Audience
Leading Change	Learn the basics of change management, including how to succeed in leading change, how to assess people's readiness to make changes, how to plan for change, and how to respond to any resistance.	Rotary members
Essentials of Understanding Conflict	Learn the essentials of how to understand, manage, and resolve conflict.	Rotary members
Preventing and Addressing Harassment	Take this course to learn how you can create a harassment-free environment in your club.	Rotary members
Rotary Basics	Meet members around the world, watch videos, deepen your understanding of Rotary, and test your Rotary knowledge in this course. While designed for new members, it's a good refresher for long-time members.	Rotary members
Starting a New Rotary Club 101	This 15-minute video outlines the 9-step process of establishing a new club, from the initial idea to the charter celebration and beyond.	Rotary members
Club Membership Committee Basics	Learn more about your responsibilities in developing your club's strategic membership plan to attract and engage members.	Club membership committee members
Your Membership Plan	Create a step-by-step plan to strengthen your membership and keep your club vibrant and relevant.	Rotary members
Best Practices for Engaging Members	Is your club losing more members than it's gaining? It's time to get serious about engaging members.	Rotary members

Kick-start Your New Member Orientation	Are new members leaving within a year or two? Learn how to better connect with them and help them get involved from the start.	Rotary members
Practicing Flexibility and Innovation	If you find that your club's rules are preventing members from getting the experience they want from Rotary, try changing them.	Rotary members
Building a Diverse Club	A diverse club reflects the make-up of its community, has a greater impact, and is more attractive to prospective members.	Rotary members
Online Membership Leads	What's all this talk about membership leads? This course will clear up the mystery behind these online leads.	Rotary members
Is Your Club Healthy?	Take this course to help your club stay valuable to your members and your community.	Rotary members
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.	Rotary members
Develop a Speech	Learn how to organize a speech that leaves a lasting impression on your audience.	Rotary members
Deliver a Speech	Explore and practice the effect your voice and body language can have when giving a speech.	Rotary members
Inspirational Speech	Learn how to engage, persuade, and inspire your audience. This course focuses on providing you with the knowledge needed to succeed in persuasive speaking and motivational speaking.	Rotary members
Interpersonal Communication and Networking	Learn techniques for building and maintaining professional relationships and networks. Topics introduced in this session include creating beneficial relationships, maintaining and building a network, and recognizing the point of view of others.	Rotary members
New! Starting a Club	Learn the process of starting a Rotary, Rotaract, or satellite club, get tips for talking to prospective members, and find out how you can maximize your new club's success.	Rotary Members

TOOLS		
Name	Description	Audience
Club Planning Assistant	Answer questions about your club and get links to specific resources to address your club's challenges.	Rotary members
Membership Best Practices Discussion Group	This discussion group provides a forum for leaders at all levels to share best practices for recruiting, attracting, engaging, and retaining current and prospective members.	Rotary members
Rotary Club Health Check	This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas.	Club leaders
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.	Current members
Customizable Rotary Club Brochure	In this template, clubs can upload their own photos, edit text, list dates of upcoming events, and share member testimonials.	Prospective members
How to Delegate Your Online Access	As a club or district officer, you can temporarily delegate your level of access in My Rotary to another member for assistance in managing Rotary business online.	Club & district leaders
How to Use the Program Participants and Alumni Report Guide	Learn how to use the Program Participants and Alumni Report as a tool to identify club program speakers, service project volunteers, or prospective members.	District & zone leadership

RESOURCES		
Name	Description	Audience
Starting a Club webpage	Find information and resources about the process of starting a Rotary club.	Rotary members

Meeting Online	Visit this learning topic to explore and share resources, best practices, and ideas for moving meetings online.	Rotary members
Guide to Corporate Membership	This guide describes the benefits of corporate membership and how to use it in your club.	Rotary members
Guide to Satellite Clubs	This guide describes the benefits of a satellite club and how to start one.	Rotary members
Guide to Passport Clubs	This guide explains how passport clubs work, the benefits it offers, and how clubs can get started. It also includes different models structures, a template that can be used when connecting with local businesses and organizations about this opportunity, and sample bylaws.	Rotary members
Rotary Club Models	Find examples of various club types linked, model descriptions, and their target demographics	Rotary members
Club Membership Committee Checklist	Keep your membership committee on track with this checklist covering assessments, attraction, and engagement initiatives.	Rotary members
Engaging Younger Professionals Toolkit	This online toolkit can help 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 Rotarian.	Rotary members
Updated! State of Rotary's Membership power point	Understand the current State of Rotary's Membership: how we got here, who is joining, who is leaving – and the opportunities that exist to strengthen membership.	Rotary members
Club Flexibility web page	This web page offers ways clubs can implement flexible membership options and includes links to frequently asked questions, governance documents, and start guides for alternative membership types, and flexible meeting formats.	Rotary members
“Discover Rotary” Power Point	Show this presentation at prospective member or other events to introduce Rotary to the public. It covers Rotary's values, history, and the benefits of membership.	Prospective members
Understanding Membership Reports: Getting Started	This guide lists each membership report available, explains the information it provides, and steps on how to find them.	Rotary members
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.	Rotary members
Proposing New Members	Best practices for proposing new members to your club.	Rotary members
How to Manage Membership Leads (Clubs)	Step-by-step directions for using the Membership Leads database to track and manage member leads at the club level.	Club leaders
How to Manage Membership Leads (Districts)	Step-by-step directions for using the Membership Leads database to track and manage member leads at the district level.	District leaders
Membership Minute e-newsletter	Bi-monthly Rotary stories and the latest membership development ideas, strategies, and resources.	Club & district leaders
Strategic Planning Guide	Use this guide and worksheet to help develop a vision, goals, and measurements for your strategic plan.	Club & district leaders

WEBINARS		
Name	Description	Audience
Courageous Leadership	Using stories of transformation from Rotary and in their professional careers, hear trainers Louisa Horne and Doug Logan outline strategies for clubs on creating a vibrant membership experience.	Rotary members
Membership Models for the Future of Rotary	Associate and corporate memberships, passport, satellite, and hybrid clubs: these are just some of the innovative, flexible models that clubs have designed recently. Panelists on this webinar discuss the challenges, benefits, and lessons of designing a club experience that works for every member	Rotary members

Building New Clubs Together	This webinar will be helpful if you believe that adding a new Rotary club in your community will broaden your capacity for service, think a satellite club may allow more prospective members to engage with Rotary, or want tips on how to charter a Rotaract club, or encourage Rotaractors to start their own clubs.	Rotary members
First Impressions Matter webinar: The Membership Experience	Find out what happens when Rotarians use every interaction to engage, educate, and inspire fellow Rotarians and the community. Moderated by Jennifer Jones, Past Rotary Vice President.	Rotary members
Revitalize + Rethink Your Rotary Club: Crafting Your Member Experience	Learn ways your club can create an engaging and rewarding member experience by embracing new rules and flexibility options your members.	Rotary members
We Are Rotary: Advancing Women as Leaders	Less than 25 percent of Rotary’s members around the world are women, and women are underrepresented in leadership positions at every level. Watch this presentation to learn the benefits of being a diverse, equitable, and inclusive organization and the barriers that women face when they consider leadership positions.	Rotary members
Connect with the (Online) Rotary World	The world has changed in response to the COVID-19 pandemic making the need for Rotary more relevant than ever. Hear from a panel of Rotarians who have led their clubs and districts in the move to virtual connection including meetings, social media, fun ways to engage, and local and global service opportunities.	Rotary members
DEI in Rotary: How are we Doing?	The COVID-19 pandemic and anti-racism solidarity demonstrations are calling out global inequities and the need for social justice. It is even more important that Rotary be an organization inclusive of all cultures, experiences, and identities. Hear from Rotarians at the forefront of change, learn about Rotary’s diversity, equity, and inclusion (DEI) progress, and be equipped with tools to create a more diverse, inclusive, and equitable organization.	Rotary members
Connecting with Prospective Members in Your Community	Now more than ever, people are yearning to connect with others and find ways to help others and give back to their communities. During the past several months, we’ve heard incredible stories of how Rotary clubs around the world are coming together to take care of each other, their neighbors, and those in need during this difficult time. Watch this recording to view a demo of how to effectively use Rotary’s membership leads platform to connect with prospective members, and a Q&A with Rotary staff from the Membership Development team.	Club Leaders

TRAINING MANUALS & DOCUMENTS		
Name	Description	Audience
New! District Vibrant Club Workshop Leader’s Guide	This guide provides you with speaking points, PowerPoint templates, and exercises to show how membership, the Foundation, and public image can work together to fulfill Rotary’s action plan.	District leaders
District Membership Committee Terms & Responsibilities	This sheet explains the district membership committee’s purpose, chair appointment, qualifications, duties, and responsibilities.	District leaders
Lead Your District: Committee Chair	Use this information to set up and run an effective district committee	District leaders

Questions? Please contact Haris Sofradzija, Regional Membership Officer, via email at haris.sofradzija@rotary.org or by phone at +1.847.866.3105