**Member Engagement Outline (for 10 minute talk)**

Two potential paths for the topic or we could jam it all in, maybe- Jeff, let me know which path you would like me to take based on other content planned for the day.

**Engagement-** What does it mean? For an employer (like myself), we know that employees are *engaged* when they are giving their **Hands, Hearts and Minds** to our organization. The same can be said of Rotary Club members.

To get them to give us more of their Hands, Hearts and Minds, we have to first get to know them and what they want and they MUST know that we care about them**.**

**Option One-Get to Know Your Members**

* Identify- What kind of club are you? A fundraising club? A FUN-raising club? Do you primarily raise money to do good or do you volunteer your time? What do you WANT to be?
* Figure out what your members want from your club
  + Short survey
  + Or in a meeting- do a sticker exercise to get an idea of why they are in your club/what they want from it

OR

* Evaluate your current members- what do they look like (as a majority)?
  + Singles
  + Parents
  + Retirees
  + Some combination?
* Remember that Rotary competes for people’s TIME and MONEY. How can we compete with their jobs/their family for more of their time and money? Or how can we include their jobs/their families/their outside interests in our club.
* Brainstorm?

**Option Two-Defining Moments of Membership**

* Your members didn’t join Rotary to sit and eat lunch/breakfast with some people they like each week. They joined because Rotary offered them something DIFFERENT. Something UNIQUE. Something MEMORABLE.
* As club leaders, we need to remember that and *work intentionally* to create memorable moments for our members. These sort of moments don’t happen on their own. They have to be created and they take effort. Some ideas for discussion-
  + New member orientation. What is it like in your club? (Ask if we have time). In my club, it was typically a scramble for someone to remember “what to say” and where the new member kits are. How can we make that moment more memorable?
  + Welcoming new members. We often salivate like cartoon characters over potential new members. Frantically inviting every visitor and speaker to “join our club!”. Do we remember to show them the same love and attention after their first official meeting? Can we plan welcome activities, partnerships to help ease them into the club and make them feel valued and wanted.
  + How do you elect officers? Award Paul Harris fellows. PLEASE do something more than “Pinning” these folks. Invite their families, their bosses to be there.
  + Create new awards and celebrations. How about a 100 days in Rotary celebration for new members? Other milestones.

Finish with a summary/take-aways. What will they bring back to their clubs.