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Membership Minute

August 2019

Ideas for strengthening membership



Membership and New Club Development Month

August is Membership and New Club Development Month. This is the perfect time to celebrate your club's members and consider the many options available for strengthening your membership. The following ideas can get you started:

Show your Rotary pride by adding a [Proud Member frame](#) to your profile picture on Facebook.

[Watch RI President Mark Daniel Maloney](#) speak about growing Rotary and share his short membership video at your next club or district meeting.

Welcome new members to your club with [Rotary Basics](#). The online course covers all things Rotary in an interactive, multimedia format. The course was designed for new members, but it's also a good refresher for long-time members who want to test their Rotary knowledge.

Encourage local businesses, nonprofits, and government groups to get involved in Rotary by offering corporate memberships. Learn more about this innovative membership model in the [Guide to Corporate Membership](#).

Did you know you can start a satellite club with as few as eight members? The [Guide to Satellite Clubs](#) explains what a satellite club is, how it can benefit your community, and steps for starting one.

Passport clubs encourage their members to visit other clubs and participate in their activities as a way to get fresh ideas. Learn more about this club model in the new [Guide to Passport Clubs](#).

The newly updated [Club Flexibility page](#) has great ideas and tips for how your club can stay relevant to current and future members.

Finally, Rotary has a series of membership courses available in the [Learning Center](#) — from managing [Online Membership Leads](#) to [Building a Diverse Club](#). Each course includes self-guided learning modules that let you explore real-life scenarios you might experience in your club. All membership courses are highlighted in purple.

You can find all these resources and more at rotary.org/membership.

We Are Rotary: Advancing Women as Leaders

Join us for an upcoming webinar [We Are Rotary: Advancing Women as Leaders](#) on Wednesday, 28 August, 15:00-16:00 Chicago time (UTC-5).

Women account for less than 25 percent of Rotary's global membership, and are underrepresented in leadership positions at every level. Rotarians are ready to embrace change, as indicated by the record number of breakout sessions at the 2019 Rotary International Convention in Hamburg dedicated to the topic of women's advancement in Rotary's leadership. During one of these sessions, Rotarians [Beth Keck and Todd Jenkins](#) collected ideas from more than 500 members, both female and male, about how to take action and break down the barriers to women's advancement in leadership positions. Hear the proposals and add your voice to this critical conversation.

Everyone who registers will be asked to share some thoughts before the webinar, and will also be provided access to the recording and slides after the webinar ends.

A look at Rotary's current members

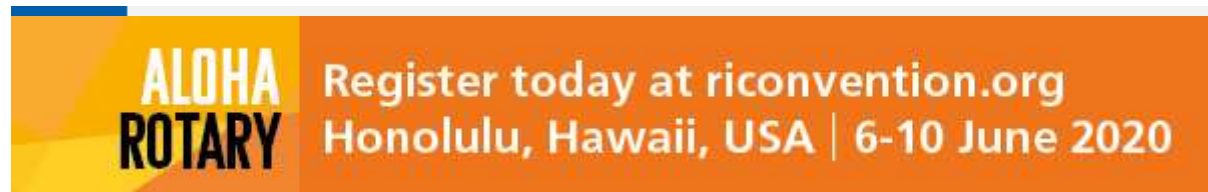
Rotary conducts the Membership Experience Feedback Survey every year to better understand the needs, interests, and engagement of our prospective, current, and former members. Our last newsletter featured survey results of [prospective members](#).

This issue spotlights feedback from current members. Here's how they responded to the question: Why have you remained a member of your Rotary club?

- To participate in local service projects
- For friendship and fellowship
- To connect with others outside of work and my circle of friends

Read more about the survey results in the [Current Members Executive Summary](#).

Watch for survey results about Rotary's former members in the October issue.



3 ways to make your club more inclusive

As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.

One way to make your club inclusive is to make it more accessible. Consider meeting at different venues, eliminating meals, or changing your billing structure. [Find](#) more ways to make your club welcoming to all.

Grow Rotary

RI President Mark Daniel Maloney has several ideas for how Rotary leaders can “grow our membership so that we can achieve more.” Starting new Rotary clubs and offering innovative membership models are just two options that can increase membership. Read about more ideas in [Rotary Leader](#).

Looking to recognize your fellow Rotarians?
Visit our awards page by [clicking here](#)



Membership Minute is a bimonthly newsletter that provides the latest membership trends, strategies, best practices, and resources to help strengthen membership in your clubs. The newsletter is sent to Rotary coordinators, district governors, district membership chairs, club membership chairs, club presidents and subscribers. Please forward this to anyone who may be interested.

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