



## Intentional District Membership Strategies

### Overview:

The District Membership Team, led by the District Membership Chair (DMC) should plan a set of Intentional Strategies focused on helping clubs understand, learn and execute known-successful club strategies for membership growth. The two highest ROI strategies for District growth have proven to be **New Club Formation** and **Club Assistance Teams** to proactively engage with membership-challenged legacy clubs. The DMC identifies sub-committee chairs, accountable for specific functional areas or identified strategies. Sub-committee chairs engage additional volunteers as needed to carry out their subcommittees' missions.

Here are some strategies that have been proven to work by District Membership Teams:

#### 1. **Get Organized** –

- a. **District Membership Chair** identified by September 1 (while DGE)
  - i. Complete Learning Center Course to qualify for RI Funding
- b. **4-5 Sub-Chairs** with specific functional responsibility
  - i. Attraction (required)
  - ii. Engagement (required)
  - iii. New Club Development (required)
  - iv. Club Communications, RI Leads, Improving Club Experience, etc.
- c. **Assess** past performance of District and Clubs in membership growth (MGI, Success Track, etc.)
- d. **Set Goals** for membership accomplishments
  - i. Membership Growth
  - ii. Increase % growing clubs
  - iii. Improved attrition/attraction rates
  - iv. New clubs formed

#### 2. **Help the clubs get organized** –

- a. April/May (**while DGN**) – Check for **missing PEs** and ensure they're identified before Pre-PETS and PETS registration starts.
- b. February/March (**while DGE**) – Check for **missing Club Membership Chairs** and prompt PEs to identify them
- c. Promote **MAP Webinars** to Presidents, PEs, Membership chairs (current + incoming)
- d. **Learning Plan for PEs, incoming Membership Chairs** – Before July 1 and ongoing thereafter
  - i. Membership Success Center
    1. Goal Setting
    2. Upload Club Membership Plan
    3. Conduct Club Member Satisfaction Survey
    4. Review Progress Dashboard monthly

3. **Plan Pre-PETS/PETS District Content** (and club membership chairs)
  - a. Basics of Membership – Attrition/Attraction – How membership “works”
  - b. Club Experience – Key to both Attraction and Retention
  - c. Membership Success Center tutorials
    - i. Rotary Membership Coach
    - ii. Membership Goal – Entered by May 1
    - iii. Membership Plan – Uploaded by May 15
    - iv. Club Dashboards
  - d. New Club Formation (Chartered, Satellite/Companion/Impact)
  
4. **Create a District Team** to provide **proactive, hands-on assistance** to membership-challenged clubs (whether they realize it or not).
  - a. Team Leader
  - b. Team Members (10-12)
  - c. Playbook – Members know what is expected, what to do
  - d. Identify clubs that need membership help (whether they realize it or not)
  - e. Orientation – Workshop with team members to practice playbook skills
  - f. Promote and host or assist clubs with Rotary Information Events
  - g. Promote and host or assist clubs with New Member Orientation/Onboarding
  - h. Promote Member Satisfaction Surveys – Improve the Club Experience
  - i. Track new member attraction pace monthly, add clubs far off pace to target group
  
5. **Create a District Team** to promote and support **new club development**
  - a. Rotary clubs
  - b. Satellite clubs
  - c. Companion clubs
  - d. IMPACT clubs

**GrowRotary.org** is a useful tool to identify under-served populations

6. **Collaborate with District PI/PR Chair**
  - a. Help clubs plan and execute a membership-focused **Social Media Strategy**
  - b. **Communications** – Monthly tips for clubs, club rankings
  - c. **Make use of RI funds** available to support membership development activities
  
7. **Avoid Counter-Productive Awards**, such as Membership Awards based on dates prior to Year-End
  
8. **Communicate, Communicate, Communicate** – The DG needs to take every possible opportunity to remind clubs of their two membership priorities – **Attracting new members**, and **improving the club experience** to retain existing members. It’s mission-critical to keep those topics front of mind, **all year**.  
Every newsletter should promote those two priorities in the Governor’s article, and should also include a “How-to” or “Success Story” article about membership, as well. Membership deserves a spot on all regular webinar agendas – AG, President and Club Membership Chair calls, etc.