



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.