

MEMBERSHIP

2020 DISTRICT ASSEMBLY

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The screenshot displays a Zoom meeting window with the following elements:

- Zoom Meeting ID:** 843-548-323 (shown in the top bar of the window).
- Audio Options Dialog:** A modal window titled "Choose ONE of the audio conference options" with three tabs: "Phone Call", "Computer...Connected", and "Call Me". The "Phone Call" tab is active, showing a "Dial:" field with the number "+1 646 876 9923" and a dropdown menu for country selection. The dropdown menu is open, listing countries from Algeria to Colombia. Below the dial field, there are three phone numbers: "900 6833", "38 0099 (Toll Free)", and "33 5247 (Toll Free)", with a fourth number "50 5003" partially visible. At the bottom of the dialog are "Join Audio" and "Invite Others" buttons.
- System Menu (Left):** A dark grey menu with the following items:
 - Select a Microphone
 - Same as System
 - ✓ MacBook Pro Microphone (MacBook Pro Microphone)
 - Select a Speaker
 - Same as System
 - ✓ MacBook Pro Speakers (MacBook Pro Speakers)
 - Test Speaker & Microphone...
 - Switch to Phone Audio...
 - Leave Computer Audio
 - Audio Settings...
- Bottom Bar:** Contains icons for Unmute, Start Video, Invite, Manage Participants, Share, Chat, Record, Breakout Rooms, and More. The "End Meeting" button is visible in red text on the right side.

Housekeeping – Zoom Meeting viewer interaction



Zoom Meeting ID: 646-150-845

Participants (2)

- Great Attendee (me) [Hand icon] [Mute icon] [Video icon]
- Matt Caballero (Host) [Mute icon] [Video icon]

low...hand yes no go slower go faster more

Unmute Me Merge to meeting window

Unmute Start Video Invite Manage Participants Share Chat Record Breakout Rooms More End Meeting



Zoom Meeting ID: 843-548-323

Zoom Group Chat

To: **Everyone** ▾

Type: **Everyone** ▾

Matt Caballero (host)

File ...

Unmute Start Video Invite Manage Participants Share Chat Record Breakout Rooms More

End Meeting



TOGETHER WE, GROW ROTARY!



“Instead of asking who do we know, ask who are we missing.”

RI President
2019-2020
Mark Maloney

Source: <https://my.rotary.org/en/learning-reference/learn-topic/membership>



TOGETHER WE, GROW ROTARY!

Examine
Prepare



Plant
Celebrate

Membership Learning Objectives



HOW TO ASSESS
YOUR CLUB



HOW TO CONNECT W/
CURRENT & PROSPECTIVE
MEMBERS



HOW TO DEVELOP
YOUR CLUB



How to Assess Your Club

Use RI resources to see if your club is meeting members' needs and reflecting the community:

1. Take a Learning Center Course: Is Your club Healthy?

- Curriculum guides you through modules to help your club improve its member experience, service and social events, public image, and club operations.
- [MyRotary.org](https://www.MyRotary.org)

2. Use Membership Assessment Tools

- Representing Your Community's Professions ([classification assessment](#))
- [MyRotary.org](https://www.MyRotary.org)
- [Rotary5910.org](https://www.Rotary5910.org)



How to Assess Your Club

The screenshot displays the Rotary e-learning platform interface. At the top, there is a navigation bar with the Rotary logo, a search bar, and icons for a trophy, a bell, and a profile. Below the navigation bar, a grid of course cards is shown. Each card features a video thumbnail, a status label (COMPLETED, IN PROGRESS, or NEW), a duration, and a five-star rating. The courses listed are:

- Best Practices for Engaging Members**: COMPLETED, 45:00, English | Learner, 5 stars.
- Kick-start Your New Member Orientation**: IN PROGRESS, 45:00, English | Learner, 5 stars.
- Is Your Club Healthy?**: IN PROGRESS, 1:00:00, English | Learner, 5 stars.
- Building a Diverse Club**: NEW, 45:00, English | Learner, 5 stars.
- Practicing Flexibility and Innovation**: NEW, 1:00:00, English | Learner, 5 stars.
- Rotary Basics**: COMPLETED, 15:00, English | Learner, 5 stars.



How to Assess Your Club

SERVICE AND SOCIALS

To diagnose your club's overall health, you fill out several questionnaires like this one.

- Our club holds regular get-togethers
- Our club offers members leadership opportunities
- Our club has a service project in progress.
- All members can give input on service and social activities.

00:28 02:26 HD

Club Health Check

Is Your Club Healthy?
ID: E-P0896V

2 / 9 parts completed

PREVIOUS NEXT

Club Health Check
Video

- Rotary Club Health Check
File download
- Club experience
Interactive learning
- Service and Socials
Interactive learning
- Members
Interactive learning
- Image
Interactive learning



How to Assess Your Club

CLASSIFICATION AUDIT

Professions represented in the club	Number of members in that profession	Percentage of membership
1. <input type="text"/>	<input type="text"/>	<input type="text"/> %
2. <input type="text"/>	<input type="text"/>	<input type="text"/> %
3. <input type="text"/>	<input type="text"/>	<input type="text"/> %
4. <input type="text"/>	<input type="text"/>	<input type="text"/> %
5. <input type="text"/>	<input type="text"/>	<input type="text"/> %
6. <input type="text"/>	<input type="text"/>	<input type="text"/> %



POLL

Visitor Data Collection

Connect w/ Members & Prospects

Use RI resources to connect with Current & Prospective Members:

- A. Listen to Club Innovation Stories
- B. Enhance the Club Experience
- C. Customize a Club Brochure
- D. Discover Rotary presentation

Connect w/ Members & Prospects

Club Innovation Stories

Rotary Club of Rochester MN introduces innovative meeting formats
to increase participation





Connect w/ Members & Prospects

Enhance the Club Experience

Tailor this member satisfaction survey to get opinions from your club members. Then act on the results and consider implementing your members' ideas.

4. What are your opinions about our club's **service projects**?

	Just right	Too many	Too few
Total number of service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of community service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of international service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Agree	Disagree	No opinion
Service projects are well organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service projects make a difference in the community or the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service projects are meaningful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



POLL

Club Brochure



Connect w/ Members & Prospects

Customize a Club Brochure

Design your own club brochure using the template on [Rotary's Brand Center](#).
Choose images and wording to best represent your club.



Connect w/ Members & Prospects

Discover Rotary Presentation

Show this presentation to prospective members or at your club's public events. Add content and images specific to your club, and have membership information forms readily available.





POLL

Club Dues

Develop Your Club

- Club Flexibility
- Club Membership Committee Checklist
- RI Leads Module



Develop Your Club

Know the Dues Breakdown

Rotary International = \$68.00/year

District 5910 = \$34.00/year

Your Club = \$XX.00/year

Optional = Meals, Foundation Gifts

Prepare & Post Club FAQs

Develop Your Club

Consider Alternate Membership Levels or a Satellite Club arrangement.

- Full Member
- Associate Member
- Service Champion
- Corporate Member



Different levels could mean voting privileges, opportunity to hold office, committee leadership, alternate club dues as set in your Club bylaws.



Develop Your Club

Club Membership Committee Checklist

- Establish & Communicate membership levels
- Develop Club FAQs & publish to website ([sample](#))
- Evaluate or Implement New Member Orientation & Red Badge or Mentorship Program
- Review membership statistics & demographics
- Explore Learn Club Runner Tools: Member Dashboard, New Member Activity Tracking, Custom Contact Groups



Develop Your Club

Follow up your
[MyRotary.org](https://myrotary.org)
Membership
Leads

The club's president, secretary, and membership committee chair get an alert to review the lead and take the next steps

[Home](#) | [Manage](#) | [Club & District Administration](#) | [District Administration](#) | [Manage Membership Leads](#)

WE KNOW IT WORKS

Since 2001, inquiries from qualified candidates have increased by 400%. Of the screened leads we forward to districts, 63% of referrals and 60% of members relocating or changing clubs join a Rotary club within six months.



Develop Your Club

Membership Leads

- Establish an internal communication plan (email/phone/mail)
- Remember follow up and invite them personally to an upcoming club meeting, service project, or to meet for coffee.
- One size does not fit all. If your club isn't a good fit, recommend another. Ask your Assistant Governor to help.
- Circumstances change, so circle back around to past members
- Speakers, Non-Rotary Volunteers & Donors are prospects.

TOGETHER, WE

GROW

District
Rotary
5910





QUESTIONS?



POLL

Membership Session Survey

MEMBERSHIP

2020 DISTRICT ASSEMBLY

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