



Impact begins with our members – who unite and take action to create lasting change across the globe, in our communities and in ourselves.

Use these resources:

- [Assess your club](#)
- [Engage current members](#)
- [Connect with prospective members](#)
- [Follow your membership leads](#)
- [Make new members feel welcome](#)
- [Develop your club](#)

### Assess your club

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

- [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.
- [Is Your Club Healthy?](#) — Take this [Learning Center](#) course to help your club improve its member experience, service and social events, public image, and club operations.
- [Understanding Membership Reports: Getting Started](#) — Learn how to use membership data to determine where to focus your membership efforts.
- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.
  - [Representing Your Community's Professions](#) (classification assessment)
  - [Diversifying Your Club](#) (member diversity assessment)
  - [Finding New Club Members](#) (prospective member exercise)
  - [Improving Your Member Retention](#) (retention assessment and analysis)
  - [Enhancing the Club Experience](#) (member satisfaction survey)
  - [Understanding Why Members Leave](#) (exit survey)
- [Building a Diverse Club](#) — Take this [Learning Center](#) course to strengthen your membership and increase your club's capacity to serve.

### Engage current members

Use these resources to learn strategies that will keep members excited about Rotary:

- [Best Practices for Engaging Members](#) — Take this [Learning Center](#) course to develop strategies for engaging people at all stages of membership.

To access links in this document, go to:  
<https://my.rotary.org/en/learning-reference/learn-topic/membership>

- Practicing Flexibility and Innovation — Take this [Learning Center](#) course to help you better serve the needs of members and prospective members.
- Find ideas, a FAQ, and other resources on [rotary.org/flexibility](https://rotary.org/flexibility).
- [Enhancing the Club Experience](#) — Tailor this member satisfaction survey to get opinions on your club's future. Then act on the results and consider implementing your members' ideas.
- [Improving Your Member Retention](#) — Learn when and why members leave your club and generate strategies to keep them engaged so they will stay.
- [Connect for Good](#) — Encourage members to get involved in their club, community, and the Rotary world for a more meaningful experience.
- [Understanding Why Members Leave](#) — Use this exit survey to address the reasons that members may be leaving your club.

### Connect with prospective members

Use the strategies and ideas in these resources to connect with potential members:

- [Engaging Younger Professionals](#) — Welcoming younger professionals into Rotary is essential for us. Our digital kit will help you rethink membership and bring emerging leaders into your club.
- Strategies for Attracting New Members — Take this [Learning Center](#) course to help draw prospective members, update your club's experience, and better highlight what it does well.
- [Customizable club brochure](#) — Design your own club brochure using the template on Rotary's Brand Center. Choose images and wording to best represent your club.
- [Discover Rotary](#) — Show this presentation to prospective members or at your club's public events. Add content and images specific to your club, and have prospective member brochures available.
- [Finding New Club Members: A Prospective Member Exercise](#) — Try these strategies to attract qualified members for your club.
- [Impact Begins With You](#) — Give this brochure to prospective members so they can understand what Rotary is about and what sets it apart from other organizations.
- [Creating a Positive Experience for Prospective Members](#) — Working with prospective members is a delicate task. Find tips and ideas to determine whether membership would match their needs as well as your club's. Learn what you can do to ensure that prospects have a positive experience, regardless of whether they join.

### Follow your membership leads

Many prospective members express their interest in Rotary through [rotary.org/join](https://rotary.org/join). If you are a club or district leader, you will receive an email alert letting you know if any of these prospective members have been assigned to your club or district. Check often — these prospective members are waiting to hear from you.

These resources can help you understand what to do with membership leads:

- Online Membership Leads course — This [Learning Center](#) course will show how a prospect experiences the membership leads process, and how club and district leaders can create a consistent, positive experience for prospective members.

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- [Connect to Membership Leads](#) — Find prospective members who want to get involved.
- [Managing Membership Leads](#) presentation — An in-depth training tool for helping clubs and district leaders understand the entire process for managing leads.
- How to Manage Membership Leads (for [clubs](#) and [districts](#)). Learn how to find and manage your online membership leads.
- [Club and District Membership Leads video](#) — This video explains the new membership leads process for clubs and districts.

### Make new members feel welcome

Use these resources to celebrate new members, develop an orientation program, and get them involved early and often.

- Kick-start Your New Member Orientation — This [Learning Center](#) course shows how to make your club's new members feel welcome, appreciated, and valued.
- [Introducing New Members to Rotary: An Orientation Guide](#) — Find ideas for engaging new members, getting them involved, and giving them a meaningful Rotary experience.
- [Rotary Basics](#) — Give this comprehensive overview of Rotary to new members or order it for club reference.
- [Connect for Good](#) — Encourage members to get involved in their club, community, and the Rotary world for a more meaningful experience.
- [New Member Welcome Kit](#) — Welcome new members to your club with Rotary essentials: Rotary Basics, Connect for Good, a What's Rotary? card, a Proud Member window sticker, and the Rotary Foundation annual report.
- [Rotary membership certificate](#) — Customize a certificate for your new members and present it to them when you officially welcome them to your club.

### Develop your club

Find ideas for planning and strengthening your club in these resources:

- Understand the current [State of Rotary's Membership](#): how we got here, who is joining, who is leaving — and the opportunities we all have to make membership a top priority.
- [Lead Your Club: Membership Committee](#) — Understand your responsibilities as membership chair and find ideas for boosting your club's membership.
- [Club Membership Committee Checklist](#) — Follow these steps to identify prospective members, introduce them to your club and Rotary, invite them in a meaningful way, and be sure to engage them and get them involved.
- [Strengthening Your Membership: Creating Your Membership Plan](#) — Develop a long-term strategy for boosting membership.
- [Be a Vibrant Club](#) — Learn 10 best practices shared by vibrant clubs worldwide, along with regional versions featuring local success stories.
- [Club flexibility](#) — Learn about flexible membership and meeting options; view [frequently asked questions](#), [governance documents](#), a [video](#), and start guides for [alternative membership types](#), and [flexible meeting formats](#).

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- [Regional membership seminar curriculum](#) — Find session guides to lead breakout sessions at your regional membership seminar.
- Your Membership Plan — This [Learning Center](#) course will teach you how to create a plan that includes steps your club can take to strengthen its membership.
- [Leadership in Action](#) — Develop skills such as teamwork, communication, and innovation in your club, with the session guides and ideas in this resource.
- [Starting a Rotary Club](#) — Learn what you need to do to form a club.

### Stay current

Encourage members to stay up-to-date using:

- Courses in the [Learning Center](#)
- [Videos on our Vimeo channel](#)
- [Webinars](#) on membership topics

Subscribe to our [Membership Minute newsletter](#) or swap ideas on the [Membership Development Best Practices Discussion group](#).

### Tools

- Manage your membership leads:
  - [Club leaders](#)
  - [District leaders](#)
- View your membership lead reports:
  - [Club leaders](#)
  - [District leaders](#)
  - [Zone leaders](#)
- Shop for [membership development resources](#).
- Track your club's progress in [Rotary Club Central](#).

### Rotary support

- [District membership attraction and engagement committee](#)
- [District governor](#) or [assistant governor](#)
- [Regional coordinators](#)
- [Club and District Support representative](#)

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