



MEMBERSHIP BEST PRACTICES – TACTICS

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Zone 30 Assistant Rotary Coordinator – Membership

- ☀ Know what potential **and current** members' passions are and what they want from Rotary membership.
- ☀ Adopt projects, programs and activities that are consistent with the members' passions and eliminate those that aren't – no matter how long the club has done them!
- ☀ Do not bring in new members who won't fit in or want something the club can't give (but refer them to other clubs!).
- ☀ Pre-induction disclosure of expectations and obligations of Rotary membership.
- ☀ Immediately train new members in Rotary "culture."
- ☀ Immediately involve new members in significant activities consistent with their passions and skills.
- ☀ Groom new members for leadership roles.
- ☀ Obtain continual feedback from members about satisfaction with the club.
- ☀ Make changes to ensure members' continued satisfaction: projects, activities, even meeting times!
- ☀ Strive to be strong in all Five Avenues of Service (consider a Touchpoints program).
- ☀ Have the courage to change traditions that drive away members.
- ☀ Increase your club's "value proposition" – **focus on value to members!**
- ☀ Cultivate an atmosphere of entrepreneurship, progress, optimism and excitement. Embrace change as good!
- ☀ Vocational Service and networking events
- ☀ Consider "**Flash Projects.**"
- ☀ Club social events (aka "Club Service") – on a regular basis
- ☀ Family friendly activities
- ☀ Consider a "flexible and innovative" meeting/event schedule
- ☀ "Touchpoints"