

# Membership

## *Recommended Session Format for Membership*

- Panel of RRIMCs and RI Membership staff if present

## *Background*

- There are approximately 1.2 million Rotarians around the world.
- Rotary clubs total 32,000 clubs throughout the world.
- Rotarians are in 200 countries and geographical areas.
- The three essential elements of membership growth are recruitment, retention, and organizing new clubs.
- One of the seven goals of the RI Strategic Plan is to expand and integrate membership globally through the following objectives:
  - Create and implement a plan that provides for the recognition and preservation of cultural diversity within the organization.
  - Develop and implement a comprehensive plan for membership development and retention based on assessment of current practices.
  - Develop and implement a comprehensive plan for the extension of Rotary to all countries and communities able to sustain a club.
  - Emphasize the importance of relevant weekly meetings that provide members with opportunities for business and personal development.
- Two membership goals have been set by RI President-elect Lee:
  1. A minimum of 10 percent net increase in membership per club
  2. A minimum of 2 new clubs per district

## *Recommended Action*

- Invite at least one member to be a Rotarian by 31 March 2009.
- Motivate your club or district to achieve the president-elect's membership goals.

- Ask club members to attend the district Membership seminar.
- Encourage alumni from Foundation programs to join Rotary.
- Promote diversity and balance of membership within each club.
- Identify prospective members by evaluating local business leaders.
- Retain relocated members by helping them to join clubs in their new community.
- Encourage colleagues to join Rotary clubs in their community.
- Use Member Access to report new members on a monthly basis.
- Provide an orientation program for new members.

*Resources*

- Regional Rotary International Membership coordinator
- District Membership committee
- 2008-09 Presidential Citation Brochure
- Membership Development staff at World Headquarters
- RI Membership resources on [www.rotary.org](http://www.rotary.org)
- The Rotary E-Learning Center
- RI Strategic Plan