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## Membership Engagement, Growth, and Development

Reference: *Lead Your Club*, 222-EN–(518), Chapter 5

*"We are a membership organization first. If we want to achieve the goals we've set for ourselves, we need to put membership first."*

Barry Rassin  
2018-19 RI President

### *Learning Objectives*

At the end of this session, participants will be able to:

1. Understand the relationships between Retention, Attrition and Attraction Rates
2. Understand the 4 Key Success Factors of membership growth:
  - Prospect Identification (Lead Generation)
  - Attracting Members
  - Onboarding New Members
  - Retaining Members
3. Identify one or more Intentional Strategies to accomplish each of the 4 membership Key Success Factors
4. Understand 2016 Council on Legislation (COL) flexibilities, including:
  - Meeting Flexibility
  - Alternate Membership Types
  - Satellite Clubs
5. Share proven “best membership practices” for communicating with and engaging potential, new, and current members
6. Leave PETS with the framework of an effective Club Membership Growth Plan

**Membership Engagement, Growth, and Development**, continued

Notes & follow-up:

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<p><b><u>Retention, Attrition &amp; Attraction</u></b></p>	<p><b><u>1. Prospect Identification (Lead Generation)</u></b></p>
<p><b><u>2. Attracting Members</u></b></p>	<p><b><u>3. Onboarding New Members</u></b></p>
<p><b><u>4. Engaging Members</u></b></p>	<p><b><u>COL Flexibilities</u></b></p>



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## Membership Engagement, Growth, and Development

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## Membership Engagement, Growth, and Development, continued

### The Benefits of Being a Rotarian!

- A high quality, high integrity network of like-minded people
- Opportunity to serve your own community and others worldwide
- Part of something bigger than yourself
- Personal growth & development, particularly in leadership skills
- Outstanding programs from high-impact speakers
- Mentoring youth or younger members or being mentored yourself
- Rotary Global Rewards (<https://www.rotary.org/myrotary/en/member-center/rotary-global-rewards>)

### An Effective Rotary Club is One That:

- **Sustains or increases its membership base**  **Essential**
- Implements successful projects that address the needs of its community and communities in other countries
- Supports the Rotary Foundation through both program participation and financial contributions
- Develops future club leaders capable of serving Rotary beyond the club

**KEY POINTS:** A vibrant, active Club Membership Committee and a Club Trainer can greatly assist your club in achieving its goals!

Notes & follow-up:

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## Membership Engagement, Growth, and Development, continued

### RETENTION, ATTRITION AND ATTRACTION -

**Fact:** Clubs lose and attract members every year (Attrition is Real)

- **Retention Rate** = % of members retained in a given year  
 Example: 40 member club retains 34 members = 85% Retention rate
- **Attrition Rate** = % of members lost (resigned) in a given year  
 Example: 40 member club loses 6 members = 15% Attrition rate

**Therefore: 100% - Retention Rate = Attrition Rate (100% - 85% = 15%)**

- **Attraction Rate** = % of new members attracted (added) in a given year  
 Example: 40 member club adds 8 new members = 20% Attraction rate

### Attraction Rate must exceed Attrition Rate to grow membership

#### District Membership Trends through 7/1/2018

District	7/1/2015 Mbrs	7/1/2016 Mbrs	7/1/2017 Mbrs	7/1/2018 Mbrs	3-yr Attrition	Avg. Attrition Rate	Annual Avg. Attrition	Avg. Attraction Rate	New Mbrs Per Yr.	Net/Year
7670	2,191	2,198	2,197	2,181	-924	13.9%	305.4	13.8%	302.1	-3.3
7680	2,737	2,682	2,670	2,630	-1,164	14.6%	388.0	13.2%	352.3	-35.7
7690	2,594	2,579	2,489	2,506	-1,014	13.4%	338.0	12.2%	308.7	-29.3
7710	1,877	1,942	1,936	1,963	-888	15.2%	296.0	16.7%	324.7	28.7
7720	1,516	1,523	1,495	1,513	-584	12.9%	194.7	12.8%	193.7	-1.0
7730	1,853	1,839	1,850	1,821	-752	13.6%	250.7	13.1%	240.0	-10.7
7750	2,630	2,658	2,656	2,654	-1,141	14.4%	381.5	14.7%	389.5	8.0
<b>Totals</b>	15,398	15,421	15,293	15,268	-6,467	14.1%	2,154.2	13.8%	2,110.9	-43.3
Gain/Loss	-69	23	-128	-25						
<b>3- Yr Avg. Gain/Loss</b>			-58	-43						

### Look closely at the data for your District

Notice that Districts with net membership **GAINS** attracted a lot of members, but just barely enough to grow. Why did they not attract more?

Also notice that Districts with net membership **LOSSES** attracted a lot of members, but just not quite enough to grow. Why did they not attract more?

Across all 7 Carolinas' PETS Districts, market limitations can't explain this

**Possible Conclusion:** Most clubs will work just hard enough at membership to maintain their size, or decline by 1 or 2 members/year if surprised by a late resignation. Clubs are simply satisfied to just maintain or slightly decline in membership.

Is your club one of those clubs?

## Membership Engagement, Growth, and Development, continued

### 5 Things I Wish All Rotarians Knew (and Believed) about Membership

1. **Nothing Else Matters -- Rotary is a Membership Organization And Our Product is Service** -- If you get Membership right, pretty much everything else takes care of itself. If you don't get membership right, everything else is a struggle for the whole year. Work on membership **first**, get your membership committee up and running **first, and** then attend to other priorities. Make sure your membership chair is 100% committed to membership growth, and to getting started in April or May (the April or May **before** the next Rotary year). And that the Membership Chair has a committee. *NOTE: A committee cannot be one member!*
2. **Attrition is Real** -- Membership organizations lose members, most at alarming rates. I know, you're thinking "Nobody would quit our great club". Wrong. The 3-year average annual attrition rate for Zone 33 clubs is **fourteen percent (14%) annually**. Half of those leave for reasons you can't control. A handful of clubs have long-term attrition rates below 10% and **none** lower than 8%. Build your membership plan around the assumption that 15% of your members will leave during this next Rotary year, and have a plan to replace them. Count your blessings (and your membership gain) if that doesn't happen.
3. **Retention is Important for the LONG Term** -- Retention rates can be changed over time, not quickly, and you can't retain your way from 20 to 30 members. Work on retention strategies, but don't count on moving the needle quickly. Find out why people leave through exit surveys, and fix those problems. **Hint: Most attrition casualties have been members less than 1, 2 or 3 years (<1 year = highest attrition)**. Focus your retention strategies on those members.
4. **Clubs need membership growth every year** -- It doesn't have to be dramatic. 4% annual membership growth will double the size of your club in 18 years. What you want to develop is a **membership growth culture** -- the fundamental belief that the club grows a little every year and avoids huge declines along the way. It's not a series of "membership drives", but a consistent, sustained effort. We have examples of clubs doing just this, with only one year of decline (by 1 member) along the way. Set your goal at 10% net membership growth (plus an estimate of 15% attrition).
5. **It takes Intentional Strategies** -- Discard generalities like, "Ask members to bring guests to meetings". Change that to, "Ask "x" members to bring "y" guests to a meeting about Rotary membership on mm/dd/yyyy", and you might have something, if the rest of the plan for reminders, follow up, etc. is in place. Lather, rinse, repeat.

Likewise, financial and other incentives for membership recruiting are surprisingly ineffective -- you can't make the prize big enough to be "worth the effort" after a member thinks about it for awhile. It's a nice "thank you", but don't count on incentives alone.

**Remember the 10:3:1 Rule** -- It takes about 10 names or referrals (suspects) to get 3 prospects to a Rotary Information Hour or Rotary club meeting, to get **one** new member proposal. Lack of sufficient "lead generation" is a root cause of low rates of new member flow.

Zone 33 (thanks to Terry Weaver, PDG of D7750) has a list of **10 Intentional Membership Growth Strategies that are proven to work**.

If you **understand** and **believe** these truths, your year as President will be successful, rewarding and perhaps legendary in the life of your club.

## Membership Engagement, Growth, and Development, continued

### Intentional Membership Strategies

#### Prospect Identification (Lead Generation)

**10:3:1 Rule**

- 10 targets (conversations)
  - 3 Prospects (to a meeting)
  - 1 Member

1) Use the "[Who do You Know?](#)" handout at a Club Assembly. Actually allow time for people to fill it out (making it clear we're not leaving 'till everyone has some names written down) and then ask them to approach 10 of those people about Rotary (remember the 10:3:1 rule).

2) **Classification/Profession Gap Analysis** -- Secure a list of local businesses and professions from the Chamber of Commerce and/or list sources like InfoUSA or ZoomInfo (available at your local Library). Identify businesses and professions that ought to have someone in Rotary. Present the list at a Club Assembly and ask which members know someone at each and who will invite them to an upcoming Rotary Information Hour (#4 below).

#### Attracting Members

3) **Club President personally asks** each member to bring a new member into the club -- an eyeball-to-eyeball conversation over breakfast, lunch, coffee, adult beverage or a 2-way telephone conversation. Takes the anonymity out of the ask. "Can I count on **you** doing this not only for the **club** but also for **me**?"

4) A regularly-scheduled "**Rotary Information Hour**" once a quarter or once a month. The "intentional" part of this is that it's a standing event, on the club calendar, and members are reminded by email or phone to bring their prospective members. Not just to a meeting whenever you think of it, but to a regularly scheduled date, time and place.  
 See: [Recipe for a Successful Membership Event](#)

5) "**Drip Marketing**" -- Create a central prospect list, including email addresses, and use the "Potential Member" feature in DaCdb or another email distribution mechanism (Vertical Response, Constant Contact or MailChimp), to send your club's E-Bulletin once or twice a month to your entire prospect list. Regularly reminding prospects of your club's brand makes you "Top of Mind" when the time is right for the prospect to join a community service organization. Be sure and include "Response" information so they know how to raise their hands when they're ready. See: [Don't Squander Your Leads](#)



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## Membership Engagement, Growth, and Development, continued

- 6) **Take advantage of flexibilities from the 2016 Council on Legislation**, such as:
- a) Create a Corporate Membership category, allowing multiple people from a company to become Rotarians, with one being the "Corporate Active" member and the others "Corporate Associates"
  - b) Create a "YP-35" membership category that follows the "Rule of 85" dues, meals and attendance structures
  - c) Create Satellite club(s) for groups of members that have a different need or focus from the standard club
  - d) Get creative. Put actions in place that are relevant for your club
- <https://www.rotary.org/myrotary/en/club-flexibility>
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### Onboarding New Members

- 7) Create a **New Member Orientation** program and process to engage members immediately in your club. Early engagement is the key success factor in retention. To follow up your New Member Orientation, use the [New Member Scavenger Hunt](#) for a fun way to get members engaged in learning more about Rotary and about your club.
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### Retaining Members

- 8) **Upgrade Programs** -- Clubs have proven that the club experience (including great programs) is what attracts and keeps members. Programs need to be informative, educational or inspirational (or a combination thereof). Limit or avoid programs by other non-profits (members see those as fundraising requests) unless there is a value proposition for your club.
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- 9) **Mentorship** -- Create a mentorship plan to assign an experienced member to work with a new member. Mentors help new members get acquainted and engaged with existing members.
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- 10) **Meaningful Service Projects** -- The bottom line of engaging and retaining members is for the club to do meaningful, **Rotary-branded** service projects of its own (not writing checks to other non-profits). Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other.
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## Membership Engagement, Growth, and Development, continued

### Club Membership Growth Plan

**Membership Goal** -- Grow by \_\_\_\_\_ members (net), requiring \_\_\_\_\_ new members

**Our Membership Challenges** -- What are the membership challenges facing our club?

- High Attrition rate?    Low Attraction Rate?    Maintaining existing growth momentum?

**Actual Club Data at:** <http://RIZones33-34.org/Zone33MGI> (page down to your District/Club)

**Prospect Identification (Lead Generation)** -- What is our plan for prompting members to think of candidates AND for inspiring members to contact them?

Intentional strategy(ies) we will use:	
Who's responsible/accountable?	

**Attracting Members** -- How will we make our club attractive to prospects? How will we tell the Rotary story?

Intentional strategy(ies) we will use:	
Who's responsible/accountable?	

**Onboarding New Members** -- How will we ensure that new members understand Rotary, our club, expectations and opportunities for service?

Intentional strategy(ies) we will use:	
Who's responsible/accountable?	

**Retaining Members** -- How will we improve our club experience so members want to remain in Rotary? How will we make our service projects more compelling for our members?



Intentional strategy(ies) we will use:	
Who's responsible/accountable?	

**Membership Engagement, Growth, and Development, continued**

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## Resources and References

The following are suggested informational club resources; they are valuable tools that come from the Rotary International website:

- Chapter 5 of *Lead Your Club: President* (EN-518 Edition)
- Rotary Club Central <https://www.rotary.org/clubcentral>
- *Get More Out Of Membership: Connect For Good*  
<https://my.rotary.org/en/document/connect-good>
- *Strengthening Your Membership: Creating Your Membership Plan*  
<https://my.rotary.org/en/document/strengthening-your-membership-creating-your-membership-plan>
- Membership Assessment Tools  
<https://my.rotary.org/en/document/membership-assessment-tools>
- Membership section of MyRotary Learning Center  
<https://my.rotary.org/en/learning-reference/learn-topic/membership>
- New Member Orientation: A How-to Guide for Clubs  
<https://my.rotary.org/en/document/introducing-new-members-rotary-orientation-guide>
- Rotary Basics (such as the *ABC's of Rotary*)
- Rotary Awards:  
<https://my.rotary.org/en/learning-reference/learn-topic/awards>
- Rotary Global Rewards Program:  
<https://my.rotary.org/en/member-center/rotary-global-rewards/offers>
- Rotary Newsletters:  
<http://www.Rotary.org/newsletters>



## RI MEMBERSHIP RESOURCE GUIDE, October 2018 Edition

The names of hyperlinked resources appear with an underline and usually in a blue font and can be downloaded on [www.rotary.org](http://www.rotary.org) by clicking on the hyperlink, or ordered on [shop.rotary.org](http://shop.rotary.org) with the SKU number provided. If you experience any trouble when placing your order, please email [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org) or [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org).

PUBLICATIONS			
Name	Description	Audience	Available
<a href="#">Strengthening Your Membership</a>	This guide explains the process of creating a membership development plan and provides strategies and tools you can use to attract and engage new members.	Club presidents and membership committees, and district membership chairs	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a>  (SKU: 417)
<a href="#">Starting a Rotary Club</a>	This guide describes a nine-step process to create a new club, from the initial idea to the charter celebration, and beyond.	District governors	N/A
<a href="#">Introducing New Members to Rotary</a>	Utilize this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time.	Club leadership	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a>  (SKU: 414)
<a href="#">Be A Vibrant Club</a>	A quick guide for clubs with strategies for enhancing your club's structure, activities, and even culture.	Club leadership	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a>  (SKU: 245A)
<a href="#">Connect for Good</a>	Eight-page guide shows how to get involved and connect with Rotary.	Current members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a>  (SKU: 595)
<a href="#">Rotary Basics</a>	This comprehensive guide to all things Rotary covers everything from how Rotary began to how you can optimize your membership experience.	New members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a>  (SKU: 699)
Impact Begins With You	This prospective member brochure explains who we are and what sets us apart from other organizations.	Prospective members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a>  (SKU: 001)

LEARNING CENTER: ONLINE COURSES			
Name	Description	Audience	Available
<a href="#">Your Membership Plan</a>	Create a step-by-step plan to strengthen your membership and keep your club vibrant and relevant.	Rotary members	<a href="http://rotary.org/learn">http://rotary.org/learn</a> (log in My Rotary account required)
<a href="#">Best Practices for Engaging Members</a>	Is your club losing more members than it's gaining? It's time to get serious about engaging members.	Rotary members	<a href="http://rotary.org/learn">http://rotary.org/learn</a> (log in My Rotary account required)
<a href="#">Kick-start Your New Member Orientation</a>	Are new members leaving within a year or two? Learn how to better connect with them and help them get involved from the start.	Rotary members	<a href="http://rotary.org/learn">http://rotary.org/learn</a> (log in My Rotary account required)
<a href="#">Practicing Flexibility and Innovation</a>	If you find that your club's rules are preventing members from getting the experience they want from Rotary, try changing them.	Rotary members	<a href="http://rotary.org/learn">http://rotary.org/learn</a> (log in My Rotary account required)
<a href="#">Building a Diverse Club</a>	A diverse club reflects the make-up of its community, has a greater impact, and is more attractive to prospective members.	Rotary members	<a href="http://rotary.org/learn">http://rotary.org/learn</a> (log in My Rotary account required)
<a href="#">Online Membership Leads</a>	What's all this talk about membership leads? This course will clear up the mystery behind these online leads.	Rotary members	<a href="http://rotary.org/learn">http://rotary.org/learn</a> (log in My Rotary account required)
<a href="#">Is Your Club Healthy?</a>	Take this course to help your club stay valuable to your members and your community.	Rotary members	<a href="http://rotary.org/learn">http://rotary.org/learn</a> (log in My Rotary account required)
<a href="#">Strategies for Attracting New Members</a>	Are guests of your club not interested in joining? Learn how to improve the club experience to make it attractive to visitors.	Rotary members	<a href="http://rotary.org/learn">http://rotary.org/learn</a> (log in My Rotary account required)
Alumni Report Guide	Learn how to use the Program Participants and Alumni Report as a tool to identify club program speakers, service project volunteers, or prospective members.	District and zone leadership	<a href="https://my.rotary.org/en/document/how-use-program-participants-and-alumni-report">https://my.rotary.org/en/document/how-use-program-participants-and-alumni-report</a>



TOOLS			
Name	Description	Audience	Available
<a href="#">Membership Best Practices Discussion Group</a>	This discussion group provides a forum for leaders at all levels to share best practices for recruiting, attracting, engaging, and retaining current and prospective members.	Rotary members	<a href="https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices">https://www.rotary.org/myrotary/en/exchange-ideas/groups/membership-best-practices</a>
<a href="#">Rotary Club Health Check</a>	This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas.	Club leaders	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> <b>(SKU: 2540)</b>
<a href="#">Membership Assessment Tools</a>	Learn how to evaluate and improve your membership development plan with these tools, complete with sample surveys and information on organizing new clubs, recruiting and retaining members.	Current members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> <b>(SKU: 801)</b>
<a href="#">Customizable Rotary Club Brochure</a>	In this template, clubs can upload their own photos, edit text, list dates of upcoming events, and share member testimonials.	Prospective members	<a href="https://brandcenter.rotary.org/">https://brandcenter.rotary.org/</a>

RESOURCES			
Name	Description	Audience	Available
<a href="#">New! Club Membership Committee Checklist</a>	Keep your membership committee on track with this checklist covering assessments, attraction, and engagement initiatives.	Rotary Members	<a href="https://my.rotary.org/en/document/club-membership-committee-checklist">https://my.rotary.org/en/document/club-membership-committee-checklist</a>
<a href="#">Engaging Young Professionals Toolkit</a>	This online toolkit can help clubs connect with Young Professionals by first understanding them. Topics included are characteristics of your audience, your club's culture, ideas for outreach and engagement, and the long-term benefits of becoming a Rotarian.	Rotary Members	<a href="https://www.rotary.org/en/engaging-younger-professionals-toolkit">https://www.rotary.org/en/engaging-younger-professionals-toolkit</a>
<a href="#">Updated! State of Rotary's Membership power point</a>	Understand the current State of Rotary's Membership: how we got here, who is joining, who is leaving — and the opportunities that exist to strengthen membership.	Rotary Members	<a href="https://my.rotary.org/en/document/state-membership-presentation">https://my.rotary.org/en/document/state-membership-presentation</a>

<a href="#">Club Flexibility web page</a>	This web page offers ways clubs can implement the new flexible options Council decisions granted them. Includes links to frequently asked questions, governance documents, and start guides for alternative membership types, and flexible meeting formats.	Rotary members	N/A
<a href="#">"Discover Rotary" Power Point</a>	Show this presentation at prospective member or other events to introduce Rotary to the public. It covers Rotary's values, history, and the benefits of membership.	Prospective members	N/A
<a href="#">Understanding Membership Reports: Getting Started</a>	This guide lists each membership report available, explains the information it provides, and steps on how to find them.	Rotary members	N/A
<a href="#">Creating a Positive Experience for Prospective Members</a>	Find tips and ideas for connecting with prospective members, and what you can do to ensure they have a positive experience.	Rotary members	N/A
<a href="#">Proposing New Members</a>	Best practices for proposing new members to your club.	Rotary members	N/A
<a href="#">How to Manage Membership Leads (Clubs)</a>	Step-by-step directions for using the Membership Leads database to track and manage member leads at the club level.	Club leaders	<a href="https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs">https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-clubs</a>
<a href="#">How to Manage Membership Leads (Districts)</a>	Step-by-step directions for using the Membership Leads database to track and manage member leads at the district level.	District leaders	<a href="https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts">https://www.rotary.org/myrotary/en/document/how-manage-membership-leads-districts</a>
New Member Welcome Kit	Welcome new members to your club with pre-packaged Rotary essentials: Connect for Good brochure, What's Rotary? card, RI/TRF Annual Report, and Proud Member window cling.	New members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> <b>(SKU: 426)</b>
Membership Minute e-newsletter	Bi-monthly Rotary stories and the latest membership development ideas, strategies, and resources.	Club and district leaders	<a href="http://www.rotary.org/en/news-features/newsletters">www.rotary.org/en/news-features/newsletters</a>
<a href="#">Strategic Planning Guide</a>	Use this guide and worksheet to help develop a vision, goals, and measurements for your strategic plan.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/document/strategic-planning-guide">https://www.rotary.org/myrotary/en/document/strategic-planning-guide</a>

WEBINARS			
Name	Description	Audience	Available
Hot, Warm, and Cold Leads: Engaging Your Prospective Members (Club Level)	Rotary volunteers and staff share best practices in communicating with prospective members, ensuring their Rotary experience is positive, and managing and admitting them through the Membership Leads platform.	Club leaders	<a href="https://vimeo.com/240685013">https://vimeo.com/240685013</a>
First Impressions Matter webinar: The Membership Experience	Find out what happens when Rotarians use every interaction to engage, educate, and inspire fellow Rotarians and the community. Moderated by Jennifer Jones, Past Rotary Vice President.	Rotary members	<a href="https://vimeo.com/232717098">https://vimeo.com/232717098</a>
How to Manage Membership Leads for District Leaders	This webinar shows district leaders how to effectively utilize the Membership Leads platform, provides best practices for encouraging clubs to take action with leads, and includes a Q&A section with attendees.	District leaders	<a href="https://vimeo.com/214073740">https://vimeo.com/214073740</a>
<a href="#">Revitalize + Rethink Your Rotary Club: Crafting Your Member Experience</a>	Learn ways your club can create an engaging and rewarding member experience by embracing new rules and flexibility options your members.	Rotary members	<a href="https://vimeo.com/180066536">https://vimeo.com/180066536</a>
<a href="#">Understanding Young Professionals</a>	Led by Rotary staff and a market research professional, this webinar is intended to help members better understand the perceptions and needs of young professionals. Password: <b>YPC</b>	Rotary members	<a href="https://vimeo.com/89536946">https://vimeo.com/89536946</a>

TRAINING MANUALS			
Name	Description	Audience	Available
<a href="#">District Membership Seminar Leader's Guide</a>	This guide provides you with speaking points, PowerPoint templates, and exercises to ensure your attendees participate and are engaged in each breakout session for club leaders or members.	District leaders	N/A
<a href="#">Lead Your Club: Membership Committee</a>	Describes the responsibilities of the chair and committee, and identifies resources that may be helpful relating to increasing the club's membership.	Club leaders	<a href="http://shop.rotary.org/(SKU: 226)">http://shop.rotary.org/(SKU: 226)</a>

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The last five pages in this Membership section of our curriculum are courtesy of Rotary International's Membership Development Staff. The original document containing these links is updated quarterly. These tables were extracted from the October 2018 edition.

If you have any questions about these specific references, please contact your District Membership Chair

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