



# MEMBERSHIP RESOURCE GUIDE

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="#"><u>Strengthening Your Membership: Creating Your Membership Development Plan</u></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, district membership chairs, and club membership committees	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 417)
<a href="#"><u>Organizing New Clubs</u></a>	This publication provides guidance in organizing a new Rotary club for district governors and their special representatives.	District governors and special representatives	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 808)
<a href="#"><u>New Member Orientation</u></a>	This guide offers recommendations for developing each stage of your club's orientation program, from prospective member education to new member orientation.	Club leadership	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 414)
<a href="#"><u>Be A Vibrant Club-Regional Leadership Plans</u></a>	Regional guides can help you to develop a leadership plan for your Rotary club. Find information and ideas customized to your region.	Club leadership	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 245A)
<a href="#"><u>Connect for Good</u></a>	Colorful, eight-page guide shows how to get involved and connect with Rotary. Provides an updated overview on Rotary for all members.	Current members	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 595)

REPORTS			
Name	Description	Audience	Available
Five Year History of Member Start Figures	Shows membership numbers for 1 July by region zone, for the year specified in the report name.	District and zone leadership	<a href="#">Rotary Club Central</a>
Membership Comparison to 1 July	Monthly report that shows a comparison of current year club and member totals with previous year club and member totals for selected district(s).	District and zone leadership	<a href="#">Rotary Club Central</a>
District Progress to Goal	Shows progress towards membership goals for selected district(s) or club.	Zone leadership	<a href="#">Rotary Club Central</a>
Clubs in My District	Shows club and member totals for district, member totals by club, and lists	District and zone leadership	<a href="#">Rotary Club Central</a>

	newly chartered and terminated clubs for selected districts.		
<a href="#">Alumni Report Guide</a>	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="http://www.highroadsofrotation.com/file_upload/er2/files/how+to+use+the+program+participants+and+alumni+report.pdf">http://www.highroadsofrotation.com/file_upload/er2/files/how+to+use+the+program+participants+and+alumni+report.pdf</a>

<b>TOOLS</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
<a href="#">Rotary Club Central</a>	Track your goals and activities in membership, service, and foundation giving.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/secure/13301">https://www.rotary.org/myrotary/en/secure/13301</a>
<a href="#">Rotary Showcase</a>	Post and share club or district service project information.	Rotary members	<a href="http://map.rotary.org/en/project/pages/project_showcase.aspx">http://map.rotary.org/en/project/pages/project_showcase.aspx</a>
<a href="#">Rotary Ideas</a>	Post your projects and ideas and ask for partners, volunteers, funding, or other support.	Rotary members	<a href="http://ideas.rotary.org/">http://ideas.rotary.org/</a>
<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>

<b>RESOURCES</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
<a href="#">Membership Minute e-newsletter</a>	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="#">Rotary Weekly</a>	Subscribe to this e-newsletter to receive updates on news and information, as well as developments from around the Rotary world.	Rotary members	<a href="http://www.rotary.org/en/news-features/newsletters">www.rotary.org/en/news-features/newsletters</a>
<a href="#">Regional Membership Plans</a>	An initiative of the RI Board of Directors created to help district leaders identify and carry out membership strategies that work best in their areas.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/membership-resources">https://www.rotary.org/myrotary/en/membership-resources</a>
<a href="#">Young Professionals Summit Report</a>	A report that shares strategies, ideas, and key findings from the Young Professionals Summit held in Chicago September 2014.	Rotary members	<a href="http://www.highroadsofrotation.com/file_upload/er2/files/yps+summit+report_final.pdf">http://www.highroadsofrotation.com/file_upload/er2/files/yps+summit+report_final.pdf</a>
<a href="#">How to Lead a Young Professionals Summit Guide</a>	Learn how to plan, organize, and lead a young professionals summit to energize and engage your members as you discuss creating a more appealing and engaging Rotary experience for younger professionals.	Rotary members	<a href="http://www.highroadsofrotation.com/file_upload/er2/files/ic15+breakout+how+to+lead+a+young+professionals+summit.pdf">http://www.highroadsofrotation.com/file_upload/er2/files/ic15+breakout+how+to+lead+a+young+professionals+summit.pdf</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>
<a href="#">Club Brochure Templates</a>	Use this online tool to customize your club's logo and create a brochure. To	Rotary members	<a href="https://brandcenter.rotary.org/en-">https://brandcenter.rotary.org/en-</a>

	access the templates, you'll need to sign in to your MyRotary account.		<a href="#">GB/Materials</a>
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<b>WEBINARS</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
<a href="#">Membership: It's Now or Never</a>	Features international membership expert speaking about new ways of thinking about membership and innovative tactics to address changes in people's attitudes toward joining clubs and associations. Part 1 of 5 sessions in the "Membership Matters" webinar series.	Rotary members	<a href="https://vimeo.com/103365589">https://vimeo.com/103365589</a>
<a href="#">Perception vs. Reality: Club Evaluation and Visioning</a>	Focuses on the steps clubs should take to ensure a clear club vision and plan for the future. Part 2 of 5.	Rotary members	<a href="https://vimeo.com/108381769">https://vimeo.com/108381769</a>
<a href="#">Simple Steps to Innovate Your Club</a>	Focuses on the steps clubs can take today to stay relevant and appeal to new and potential members. Part 3 of 5.	Rotary members	<a href="https://vimeo.com/118740192">https://vimeo.com/118740192</a>
<a href="#">Membership Engagement: The Key to Retention</a>	Focuses on member engagement as a path to member retention. Clubs that keep existing and new members involved in club leadership, decisions, and activities are much more likely to have members that feel connected to the club and, as a result, have higher retention rates. Part 4 of 5.	Rotary members	<a href="https://vimeo.com/123234534">https://vimeo.com/123234534</a>
<a href="#">How to Recruit New Members and Strengthen Your Club</a>	Focuses on growing and strengthening clubs by inviting new and diverse groups of professionals to club meetings, asking friends and colleagues to participate in service projects, and reaching out to Rotary program alumni. Part 5 of 5.	Rotary members	<a href="https://vimeo.com/127084618">https://vimeo.com/127084618</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>
<a href="#">Alumni Reports and Awards</a>	Outlines the new district alumni reports and discusses the nomination process for the Global Alumni Service to Humanity Award and the Alumni Association of the Year Award.	Rotary members	<a href="https://vimeo.com/123449923">https://vimeo.com/123449923</a>

<b>PILOTS</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
Innovative and Flexible Rotary Club Guidelines	Background information on the pilot programs and FAQs.	Club, district, and zone leaders	<a href="https://rotary.qualtrics.com/CP/File.php?F=F_8iYlgf5Pb1qtEod">https://rotary.qualtrics.com/CP/File.php?F=F_8iYlgf5Pb1qtEod</a>
2011-2017 Pilot Clubs	List of Rotary clubs currently in the pilot	Club, district,	<a href="https://rotary.qualtrics">https://rotary.qualtrics</a>

	program.	and zone leaders	<a href="https://www.rotary.org/CP/File.php?F=F_bvo7B5lWCHgEQPX">.com/CP/File.php?F=F_bvo7B5lWCHgEQPX</a>
2015-2017 Innovative and Flexible Rotary Club Pilot Expansion	List of Rotary clubs currently in the Innovative and Flexible Rotary Club Pilot Expansion program.	Club, district, and zone leaders	<a href="https://rotary.qualtrics.com/CP/File.php?F=F_8icMSdlcseArJoF">https://rotary.qualtrics.com/CP/File.php?F=F_8icMSdlcseArJoF</a>
Pilot update	An update on the 5 membership pilot projects that are testing new membership types or club operation innovations.	Club, district, and zone leaders	<a href="https://rotary.qualtrics.com/CP/File.php?F=F_oB8WRNiaNPuoY5f">https://rotary.qualtrics.com/CP/File.php?F=F_oB8WRNiaNPuoY5f</a>

<b>CLUB ADMINISTRATION</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
<a href="#">Standard Rotary Club Constitution</a>	Required bylaws to be adopted by every Rotary club.	Club leaders	<a href="https://www.rotary.org/myrotary/en/document/standard-rotary-club-constitution">https://www.rotary.org/myrotary/en/document/standard-rotary-club-constitution</a>
<a href="#">Recommended Rotary Club Bylaws</a>	Recommended bylaws for administering and operating Rotary clubs.	Club leaders	<a href="https://www.rotary.org/myrotary/en/document/recommended-rotary-club-bylaws">https://www.rotary.org/myrotary/en/document/recommended-rotary-club-bylaws</a>
<a href="#">Rotary Code of Policies</a>	Provides information on club and district administration, RI, programs, communications, events, and finances.	Club and district leaders	<a href="https://www.rotary.org/myrotary/en/document/rotary-code-policies">https://www.rotary.org/myrotary/en/document/rotary-code-policies</a>

<b>TRAINING MANUALS</b>			
<b>Name</b>	<b>Description</b>	<b>Audience</b>	<b>Available</b>
<a href="#">Club President's Manual</a>	Use this manual as your main training resource for presidents-elect training seminar (PETS), district assembly, and as a reference throughout your term.	Club presidents	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 222)
<a href="#">Club Membership Committee Manual</a>	Describes the responsibilities of the chair and the committee and identifies resources that may be helpful relating to increasing the club's membership.	Club leaders	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 226)
<a href="#">Lead Your District: Assistant Governor</a>	This manual helps assistant governors understand their role and responsibilities as they work with district leaders to support clubs they've been assigned to.	Assistant governors	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 244)
<a href="#">Lead Your District: Governor</a>	Use this manual to prepare for your responsibilities before attending your governors-elect training seminar and the International Assembly.	District governor	N/A
<a href="#">Lead Your District: Committees</a>	Learn about the responsibilities, key messages, and resources available for each committee.	District leaders	<a href="http://shop.rotary.org/">http://shop.rotary.org/</a> (SKU: 249)