# MEMBERSHIP RESOURCES

**Resources for Club Self-Evaluation/Development**

- [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.

- [Strengthening Your Membership: Creating Your Membership Development Plan](#) (*Revision coming soon*) — Develop a long-term strategy for strengthening your club's membership.

- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.

- [Connect for Good](#) (*Revision coming soon)* — Encourage members to get involved for a more meaningful Rotary experience.

- [Be a Vibrant Club: Your Club Leadership Plan](#) (*Scheduled for revision in 2017*) — Use these proven strategies and new ideas to give your club a boost.

- Is Your Club Healthy? *New!*—Visit the [Learning Center](#) to take this course to learn how you can help your club improve the experience it offers its members, its service and social events, its public image, and club operations.

- Building a Diverse Club *New!*—Visit the [Learning Center](#) to take this course to learn how you can diversify your club to strengthen your membership and increase your club's capacity to serve.


**Resources about flexibility changes made at the 2016 Council on Legislation**

- [Club flexibility web page](#) — This new 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](#).

- [2016 COL Decisions: Meeting Flexibility and Format video](#) — Show this video at a club meeting or officer training to introduce the options that clubs can implement.

- [2016 COL Decisions Membership Types and Attendance Flexibility video](#) — This short video explains what changes were made and how clubs can implement them if they choose.


**Resources for Membership Leads**

- [Connect to Membership Leads](#) — Find prospective members who want to get involved.

- 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.

- Online membership leads course *New!*—Visit the [Learning Center](#) to take this course to learn what a person expressing interest in Rotary experiences through the membership leads process, and how club and district leaders can create a consistent, positive experience for prospective members.

**Resources for Prospective and New Members**

- Rotary Basics *New!* — Give this to new members to learn about all things Rotary, from its history and structure to how they can maximize their experience.

- Impact Begins With You — Order this brochure to give your prospective members so they can understand what Rotary is about and what sets us apart from other organizations.

- Club brochure template *New!* — Design your own club brochure using the template on Rotary's Brand Center. Choose images and edit the copy to best represent your club.

- Discover Rotary — Show this presentation to prospective members or at events your club holds for the public, to introduce them to Rotary. Add content and images specific to your club, and have prospective member brochures on hand to distribute.

- Proposing New Members — Understand who can propose new members and establish your club's process.

- Creating a Positive Experience for Prospective Members — Working with prospective members is a delicate task. Find tips and ideas for connecting with prospective members to determine whether membership matches their needs as well as your club's, and what you can do to ensure they have a positive experience, regardless of whether they join.

  - Introducing New Members to Rotary: An Orientation Guide — Find ideas for engaging new members, getting them involved, and giving them a meaningful Rotary experience.

- New Member Welcome Kit *Updated!* — Welcome new members to your club with Rotary essentials: Rotary Basics and Connect for Good publications, What's Rotary? card, a Proud Member window cling, and the Rotary Foundation annual report.

- Rotary membership certificate — Design a certificate for your new members and present it to them when you officially welcome them to your club.


**Resources for leading clubs**

- Starting a Rotary Club *New!* — Learn what is needed to start a new Rotary club.

- Lead Your Club: Membership Committee — Understand your responsibilities as club membership chair and find ideas for boosting your club's membership.

- Understanding Membership Reports: Getting Started — Find out what membership reports are available, the information you can find in them, and where to find them so you can be strategic about your membership development efforts.


**Webinars**

- Revitalize + Rethink Your Rotary Club: Crafting Your Member Experience (August 24, 2016)

- Membership Matters Webinar Series (2015)

  - Part I: Membership: It's Now or Never
  - Part II: Perception vs. Reality: Club Evaluation and Visioning
  - Part III: Simple Steps to Innovate Your Club
  - Part IV: Membership Engagement: The Key to Retention
  - Part V: How to Recruit New Members and Strengthen Your Club

- Understanding Young Professionals (Password: YPC)


**Membership News and Discussions**

- Subscribe to Membership Minute, our bimonthly newsletter featuring the latest membership news, resources and stories about our members.

- Swap membership best practices by joining our discussion group.