



MEMBERSHIP RESOURCES

Resources for Club Self-Evaluation/Development

- [Rotary Club Health Check](#) (PDF) — 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 Plan](#) (PDF) — Develop a long-term strategy for strengthening your club’s membership.
- [Membership Assessment Tools](#) (PDF) — Use these tools to address membership challenges your club may be facing. Includes:
 - [Representing Your Community's Professions](#) (classification assessment)
 - [Diversifying Your Club](#) (member diversity assessment)
 - [Finding New Club Members](#) (prospective member exercise)
 - [Improving Your Member Retention](#) (retention assessment and analysis)
 - [Enhancing the Club Experience](#) (member satisfaction survey)
 - [Understanding Why Members Leave](#) (exit survey)
- [Is Your Club Healthy?](#) (online course) — 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](#) (online course) — 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 for Practicing Flexibility and Innovation

- [Club flexibility web page](#) (HTML) — This web page describes ways club leaders can make their club work for all their members. Includes links to [frequently asked questions](#), governance documents, and guides for alternative membership types, flexible meeting formats, and satellite clubs.
- [Practicing Flexibility and Innovation](#) (online course) — Visit the [Learning Center](#) to take this course to learn how you can use flexibility and innovation to better serve the needs of members and prospective members.
- [Membership Models for the Future of Rotary](#) (webinar recording) *New!* — Listen to this webinar to learn about associate, corporate and passport membership, satellite and hybrid clubs, and other flexible models.
- [Guide to Satellite Clubs](#) (PDF) *New!* — This guide explains what satellite clubs are, the benefits and drawbacks, and how to get one started.
- [Guide to Corporate Membership](#) (PDF) (*Coming soon!*) — This guide explains what corporate membership is, different ways it can work, and what to consider before implementing it in your club.

- Guide to Passport Clubs (PDF) (*Coming soon!*) — This guide explains what a passport club is and the benefits of operating as one.
 - Club Innovation Stories (audio recordings) *New!* — A series of recorded stories highlighting the innovative work being done by clubs all around the world.
 - [On Being a Vibrant Club](#)
 - [Giving Young Rotary Members a Space to Call their Own](#)
 - [Rotary Club Nürnberg-Connect](#)
 - [Three Meeting Formats that Increased Member Participation](#)
 - [Four Questions About Attracting Young People to Rotary - An Interview with LaShonda Delivuk](#)

Resources for Managing Membership Leads

- [Connect to Membership Leads](#) (PDF) — Find prospective members who want to get involved.
- How to Manage Membership Leads (for [clubs](#) and [districts](#)) (PDF) — Learn how to find and manage your online membership leads.
- [Managing Membership Leads](#) (PPT) *New!* — Use this in-depth training tool to help club and district leaders understand the entire process for managing leads.
- [Club and District Membership Leads](#) (video) — This video explains the Membership Leads process for clubs and districts.
- [Online membership leads course](#) (online course) — 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.
- Webinars for Club and District Leaders: Participants learn more about who these leads are, how to manage them through the Membership Leads page on My Rotary, and the consequences of not responding to these inquiries at all.
 - [Hot, Warm, and Cold Leads: Engaging Your Prospective Members](#) (Club Leaders)
 - [Managing Membership Leads for District Leaders](#)
 - [Managing Leads for Club Level Leaders](#)

Resources for Prospective and New Members

- [Rotary Basics](#) (PDF) — Give this to new members to learn about all things Rotary, from its history and structure to how they can maximize their experience.
- [Rotary Basics Online](#) (online course) *New!* — This multi-media online course for new members helps them understand Rotary in a dynamic and interactive way and includes a quiz to test their knowledge.
- [Connect for Good](#) (PDF) — This short guide serves as a menu of ways members can get involved in their clubs, communities, and in the Rotary world, and encourages members to choose ways to get involved that are meaningful to them.
- [Impact Begins With You](#) (shop item) — Order this brochure to give your prospective members so they can understand what Rotary is about and what sets us apart from other organizations.

- [New Member Welcome Kit](#) (shop item) — Welcome new members to your club with Rotary essentials: Rotary Basics and Connect for Good publications, What's Rotary? card, a Rotary magnet, and the Rotary Foundation annual report.
- [Rotary membership certificate](#) (PDF) — Design a certificate for your new members and present it to them when you officially welcome them to your club.

Resources for working with new and prospective members

- [Engaging Younger Professionals Toolkit](#) (HTML) *New!* — This digital toolkit will help you rethink your membership and bring emerging leaders to your club.
- [Club brochure template](#) (editable template) — 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](#) (PPT) — 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.
- [Creating a Positive Experience for Prospective Members](#) (PDF) — 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](#) (PDF) — Find ideas for engaging new members, getting them involved, and giving them a meaningful Rotary experience.
- [Kick-start Your New Member Orientation](#) (online course) — Visit the [Learning Center](#) to take this course to learn how to make your club's new members feel welcome, appreciated, and valued.
- [First Impressions Matter](#) (webinar) — Three inspiring Rotarians share what can happen when you use every interaction to engage, educate, and inspire fellow Rotarians and the community. Moderated by Jennifer Jones, Past Rotary Vice President.
- Mentor course (online course) (*Coming soon!*) — This interactive course is for anyone who is interested in learning more about mentoring, the role and responsibilities, and characteristics of a good mentor.

Resources for leading clubs

- [State of Membership presentation](#) (PPT) *Newly updated!* — Understand the current state of Rotary's membership and the opportunities we all have to make membership a top priority.
- [Starting a Rotary Club](#) (PDF) — Learn what is needed to start a new Rotary club.
- [Building New Clubs Together](#) (webinar recording) *New!* — Listen to this webinar to learn how chartering new clubs allows you to attract a more diverse membership, explore new ways to incorporate flexibility, pursue new project possibilities, hear ideas from new leaders, and grow Rotary.
- [Club Membership Committee Basics](#) (online course) *New!* — Understand your responsibilities as club membership chair and find ideas for boosting your club's membership.
- [Be a Vibrant Club: Your Club Leadership Plan](#) (PDF) — Use these proven strategies and new ideas to give your club a boost.
- [Understanding Membership Reports: Getting Started](#) (PDF) — 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.

- [Best Practices for Engaging Members](#) (online course) — Visit the [Learning Center](#) to take this course to understand how to develop strategies for engaging people at all stages of membership.
- [Strategies for Attracting New Members](#) (online course) — Visit the [Learning Center](#) to take this course learn how to attract prospective members, update the experience your club offers, and better showcase what it does well.
- [Your Membership Plan](#) (online course) — Visit the [Learning Center](#) to take this course to create a plan that includes concrete steps your club can take to strengthen its membership.
- [Membership Learning Plan](#) (online course series) *New!* — Take this series of courses to learn strategies to boost your club’s membership.

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.](#)