



## DISTRICT MEMBERSHIP COMMITTEE

### PURPOSE

The district membership committee is responsible for identifying, marketing, and implementing membership development strategies that are appropriate for the district.

### APPOINTMENT OF CHAIR

Continuity of leadership increases a committee's effectiveness. The district membership committee chair is appointed for a three-year term with the documented agreement of the governor, governor-elect and governor-nominee for their term of service. The appointment is subject to review annually.

The chair must have significant knowledge of, commitment to, and experience with membership attraction and engagement activities. This includes attending training conducted by your Rotary coordinator.

### QUALIFICATIONS OF MEMBERS

Preference should be given to Rotarians who have been successful in inviting new members to join Rotary, developing new clubs, implementing membership programs and who are members of clubs that have diversified membership.

Consideration should be given to those who have served as chairs of club committee(s) related to membership attraction and engagement.

In addition to the chair, as many committee members as possible should attend training conducted by your Rotary coordinator.

## DISTRICT MEMBERSHIP COMMITTEE DUTIES AND RESPONSIBILITIES

<p><b><u>SUPPORTING CLUBS</u></b></p> <ul style="list-style-type: none"><li>• Encourage clubs to develop and implement innovative membership development strategies.</li><li>• Ensure that clubs have the <a href="#">membership resources</a> available from My Rotary and that membership changes are reported promptly to Rotary headquarters.</li><li>• Assist club membership committee chairs in carrying out their <a href="#">responsibilities</a>.</li></ul>	<p><b><u>PLANNING</u></b></p> <ul style="list-style-type: none"><li>• Work and communicate regularly with the district governor and club leaders to ensure that your clubs and district achieve its membership goals.</li><li>• Maintain communication with other district committees to coordinate membership development activities.</li><li>• Work with the Rotary coordinator to plan membership activities in the district.</li></ul>
<p><b><u>TRAINING</u></b></p> <ul style="list-style-type: none"><li>• Attend a regional membership seminar held by your Rotary coordinator or explore online membership courses on the Learning Center.</li><li>• Plan, promote, and conduct a district membership seminar with the governor and district trainer.</li></ul>	<p><b><u>ATTRACTION</u></b></p> <ul style="list-style-type: none"><li>• Assist clubs' recruitment efforts, paying special attention to small and weak clubs.</li><li>• Encourage each club to strive to <a href="#">represent the demographic composition of the community's professionals</a>.</li><li>• <a href="#">Check your membership leads</a> regularly and work with your district governor to determine who will manage them.</li></ul>
<p><b><u>ENGAGEMENT</u></b></p> <ul style="list-style-type: none"><li>• Coordinate district wide membership development activities.</li><li>• Visit clubs to speak about innovation, <a href="#">flexibility</a>, diversity, and ways to engage members.</li><li>• Encourage clubs to strive for RI or <a href="#">presidential membership recognition</a>.</li></ul>	<p><b><u>NEW CLUB DEVELOPMENT</u></b></p> <ul style="list-style-type: none"><li>• Identify communities without Rotary clubs that have a population capable of meeting the requirements for chartering a new club.</li><li>• Identify communities where additional Rotary clubs could be established without detracting from service provided to the community by existing clubs.</li><li>• Assist in organizing and <a href="#">establishing new clubs</a>.</li></ul>