

# CLUB MEMBERSHIP COMMITTEE CHECKLIST

The role of the club membership committee is to write and follow an action plan to attract and engage members. An effective committee should be composed of five to 15 motivated members to guide the implementation of your membership plan. The committee's composition should allow for continuity from one year to the next and should represent the full diversity of your club's membership and your community.

## 1. Identify:

- Complete the member diversity and classification assessments, found in Membership Assessment Tools, yearly. Identify individuals in the community who fill gaps in the club's membership or exhibit interest in Rotary's ideals.
- Ask all members to complete the Identifying Prospective Members Worksheet at least yearly.
- Regularly go to the Club Administration area of My Rotary to manage the member leads assigned to your club.
- Meet at least monthly to review prospective members and their status in the membership process.
- Ask current members who are assigned to each prospective member to move them to the next step of the membership process.

## 2. Introduce:

- Select the most appropriate club members to engage prospective members. Keeping each prospective member's particular interests in mind, explain how your club can help them pursue their passions.
- Periodically hold events for prospective members to introduce them to Rotary, your club, and our core values.
- Invite the people you identified as prospective members to attend a service project or meeting.
- Tell qualified prospective members about your club, what to expect at meetings, and the networking, social, and service opportunities your club offers.

## 3. Invite:

- Designate the appropriate club member to invite each prospective member to join.
- Hold a meaningful ceremony to induct new members. Include their families and involve the entire club.
- Give new members a welcome kit that includes club and Rotary resources that they will find useful.
- Celebrate the addition of new members to your club. Announce it on your club's website, social media pages, and newsletter.

## 4. Engage:

- Welcome new members both through an orientation program and by involving them in the club.
- Assign a mentor to each new member to share professional expertise, community knowledge, and Rotary information.
- Engage each club member in a service project or club committee.
- Check in with all current members using the Member Satisfaction Survey at least yearly.