



**Rotary District 6600  
Membership Moment  
John Hill - Vermilion**

# A “Thank you!”

- [https://www.youtube.com/watch?v=2S5qzsPr  
ahY](https://www.youtube.com/watch?v=2S5qzsPr<br/>ahY)

# My perspectives on membership

- Focus on club service first - membership will take care of itself
- Visit your club, but *only* if invited
- Need to know what your *newer* (<2 years) members are thinking
- Make it fun!
- Develop a District Membership Committee (meet quarterly?)
- **Communication – Communication - Communication**

# Resources to make you successful

- [Rotary.org](https://www.rotary.org) / My Rotary
- Membership Assessment Tools
- Strengthening your Membership (a Membership Development Plan)
- Online Tools – Rotary Club Central
- Rotary Club Recognition Reports

# Rotary.org / My Rotary -

<https://www.rotary.org/myrotary/en/home>

- MEMBERSHIP
- A FRESH APPROACH
- Give your members a meaningful Rotary experience by offering them opportunities to make a positive difference and connect with others. They'll make valuable friendships and feel good about Rotary and the work we're doing to make the world a better place.
- Find ideas to help your club take a fresh approach with these resources:
- [Strengthening Your Membership](#) – 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](#) – Encourage members to get involved for a more meaningful Rotary experience.
- [Connect to Membership Leads](#) – Find prospective members who want to get involved.
- [Be a Vibrant Club](#) – Use these proven strategies and new ideas to give your club a boost.

## Membership Assessment Tools

- Whether your club is strong or struggling, taking the time to evaluate what you're doing is a worthwhile endeavor. In the business world, companies continually improve their products to keep their customers satisfied. Using the assessment tools below will reveal opportunities to add value to your club experience so that more people will join and fewer members will leave.

In the meantime, think about an easy/doable/FUN membership contest...

- **Break your club into teams of 3-5 members each (Vermilion had 9 teams of 3)**
- **Come up with an “easy & fun” contest (i.e. “World Cup” countries)**
- **ID prospective members to approach**
- **Each team goal could be 1 new member**
- **(In Vermilion’s R.Y. ’15-’16, we brought in 14 new members using this simple concept)**

# Mirebalais, Haiti - 2014

