



**CREATE HOPE**  
in the **WORLD**

**ENHANCE PARTICIPANT ENGAGEMENT  
&  
ATTRACTING NEW MEMBERS**



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**DISTRICT 3330 MEMBERSHIP TEAM  
5<sup>TH</sup> AUGUST 2023**

# Learning Objectives

- **Create a welcoming environment in their clubs**
- **Develop a participant-centered approach to engage members and others who take part in club activities**
- **Make Your Club Appealing**

# ENHANCE PARTICIPANT ENGAGEMENT

**Having a welcoming environment in your club for members and guests**



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# ENHANCE PARTICIPANT ENGAGEMENT

## Improve the Rotary Experience



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# ENHANCE PARTICIPANT ENGAGEMENT

**Helping members feel personally and professionally fulfilled**



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# ENHANCE PARTICIPANT ENGAGEMENT

**Involving Rotary program participants  
and members of the community in  
your activities**



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# ENHANCE PARTICIPANT ENGAGEMENT

## The varying reasons for being a Rotary member



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# ENHANCE PARTICIPANT ENGAGEMENT

## Understanding members' needs



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# ENHANCE PARTICIPANT ENGAGEMENT

**What type of club activities would these people be interest in**



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# ENHANCE PARTICIPANT ENGAGEMENT

How would you encourage them to be involved?



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# ENHANCE PARTICIPANT ENGAGEMENT

**How could they be asked to give back to the club**



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# ENHANCE PARTICIPANT ENGAGEMENT

**Are the opportunities available for this type of involvement enough to engage members?**



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# ATTRACTING NEW MEMBERS

## Make Your Club Appealing



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# ATTRACTING NEW MEMBERS

## Club Practices



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# DEVELOP STRONGER RELATIONSHIPS

**Members who enjoy their clubs will stay more involved.**

- **Make your events more social.**
- **Invite family and friends.**
- **Make new members feel welcome.**
- **Have fun!**
- **Promote Rotary Fellowships and Rotarian Action Groups.**





# KNOW YOUR MEMBERS' INTERESTS

**Make sure that all members are involved in activities that genuinely interest them.**

- **Learn about everyone in the club so you know how to keep them interested in the club.**
- **Active members feel dedicated to their projects.**
- **Personally ask volunteers to support service projects and other club initiatives.**



# COMMUNICATE OPENLY



**With open sharing of ideas and information, club members can shape your club's future.**

**Talk to club leaders about ideas for improvement and find out if others agree.**



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# HOLD ASSEMBLIES OFTEN

**Keep members engaged and passionate by holding regular club assemblies.**

- **All members can voice their ideas and interests.**
- **Address club needs with the entire membership.**
- **Channel your enthusiasm and come up with an action plan.**



# TRADITION AND INNOVATION



Keep traditions that are meaningful to your club, but foster an environment that allows members to offer ideas for new club practices.

# IMPLEMENTATION IDEAS

- **Consider holding a daylong retreat.**
- **Incorporate member ideas.**
- **Before amending bylaws, test new ideas.**



# ADAPT BYLAWS TO REFLECT PRACTICES

**Your club evolves, and so should your club bylaws.**

- **The recommended club bylaws are just a starting point.**
- **Use them as a template and edit them.**
- **Revise them regularly as your club develops new practices.**
- **Consider testing new procedures before formally adopting them.**



# WHAT'S IN IT FOR YOUR CLUB?

**Trying new practices  
can be enjoyable and  
bring members closer  
while improving the  
club.**



# ATTRACTING NEW MEMBERS

## Club Assessment



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# Rotary's Action Plan

## Rotary's Strategic Plan



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# **STRATEGIC PLANNING PROCESS OVERVIEW**

**PHASE 1-DETERMINE YOUR STATUS**

**PHASE 2-DEVELOP A VISION**

**PHASE 3-MAKE A PLAN**

**PHASE 4-TRACK PROGRESS**

# **STRATEGIC PRIORITIES 1 - 4:**

**ANNUAL GOALS**

**ACTIONS**

**RESOURCES NEEDED**

**MEMBER ASSIGNED**

**TIMELY**

Specific

**S**  
**G**

What do you want to do?

Measurable

**M**  
**O**

How will you know when you've reached it?

Achievable

**A**  
**A**

Is it in your power to accomplish it?

Realistic

**R**  
**L**

Can you realistically achieve it?

Timely

**T**  
**S**

When exactly do you want to accomplish it?



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# ATTRACTING NEW MEMBERS

## Service and Social Activities



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# ATTRACTING NEW MEMBERS

## Improving Club Experiences



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# Integrated Strategic Planning





**Working Together**



# TEAM

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T	<u>TOGETHER</u>
E	<u>EVERYONE</u>
A	<u>ACHIEVES</u>
M	<u>MORE</u>



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