



CREATE HOPE
in the WORLD

การเตรียมตัวก่อนเข้าอบรม

ENHANCE PARTICIPANT ENGAGEMENT

&

ATTRACTING NEW MEMBERS



**CREATE HOPE
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DISTRICT 3330 MEMBERSHIP TEAM

25th July 2023



Designated Months For Year 2020 - 21

July 2020

New
Leadership
Month

Aug. 2020

Membership &
New Club
Development
Month

Sept. 2020

Basic Education
and Literacy
Month

Oct. 2020

Economic &
Community
Development
Month

Nov. 2020

Rotary
Foundation
Month

Dec. 2020

Disease
Prevention &
Treatment
Month

Jan. 2021

Vocational
Service
Month

Feb. 2021

Peace & Conflict
Prevention or
Resolution
Month

Mar. 2021

Water and
Sanitation
Month

Apr. 2021

Maternal and
Child
Health Month

May 2021

Youth
Service
Month

Jun. 2021

Rotary
Fellowships
Month



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MEMBERSHIP AND NEW CLUB DEVELOPMENT MONTH

"Rotary's strength lies in the sincerity of purpose of its members."
Estes Snedecor, Rotary Club of Portland, Oregon - 1921 Rotary Convention



**EACH ROTARIAN:
REACH ONE, KEEP ONE**

www.rotary.org



AUGUST IS

Rotary Vision Statement



June 2018

WE'RE BUILDING THE FUTURE OF ROTARY

A bold plan, for and by People of Action

Rotary is charting a new course to a stronger, more effective and vibrant future. At the center of the effort is our Action Plan: a multi-year strategic roadmap that will help us become the Rotary we want to be—and the Rotary the world needs us to be. The Action Plan builds on the remarkable capabilities we've developed in our own professional lives and careers, and it plays to our strengths as leaders, as clubs, and as a global community of people of action.

To create our plan, we looked at data, membership projections, and emerging social trends. And we listened to Rotarians, Rotaractors, and others who shared their hopes for the future of Rotary and told us we needed to:

Be more nimble and open to new ideas and faces, so we can evolve along with demographic and social changes

Gather and use data more rigorously to improve programs and make a lasting impact on humanitarian needs

Capitalize on new technologies and provide more enriching, engaging, and accessible experiences, so more emerging leaders will connect through Rotary

We assessed what it would take to move from where we are now to where we want to be. Our Action Plan is ambitious—and achievable.

The Action Plan's Four Priorities

PRIORITY 1.
**INCREASE
OUR
IMPACT**

PRIORITY 2.
**EXPAND
OUR
REACH**

PRIORITY 3.
**ENHANCE
PARTICIPANT
ENGAGEMENT**

PRIORITY 4.
**INCREASE
OUR ABILITY
TO ADAPT**

Want to know more?

Take action with us to help create Rotary's future.
Visit rotary.org/actionplan to get started.



July 2019

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	Measurable	Achievable	Realistic	Timely
S G	M O	A A	R L	T S
What do you want to do?	How will you know when you've reached it?	Is it in your power to accomplish it?	Can you realistically achieve it?	When exactly do you want to accomplish it?



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6-In Rules of Attraction and Engagement

1. Initiate
2. Invite
3. Introduce
4. Inspire
5. Induct
6. Involve





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ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

Engagement Definition

Member Engagement is a measure of a member's positive or negative emotional attachment to their Club, colleagues and organization (RI) that profoundly influences their willingness to contribute and remain within the Club.

Engaging Your Members

Implementing more creative options

Different club models

Easing the rules, fun and engaging

Offer alternative membership types

Offer new clubs

Improving your member retention

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.**





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Strategies for Attracting New Members

**Creating a positive experience for
prospective members**

Connect to Membership Leads



RESOURCES TO INCREASE YOUR CLUB'S VALUE

- [Assess your club](#)
- [Engage current members](#)
- [Connect with prospective members](#)
- [Follow your membership leads](#)
- [Make new members feel welcome](#)
- [Develop your club](#)
- [Start a new club](#)
- [Stay current](#)



TAKE A FRESH APPROACH



TAKE A FRESH APPROACH TO CREATING A MEANINGFUL CLUB EXPERIENCE

These resources
can help

MEMBERSHIP ASSESSMENT TOOLS

Take time to
address specific
membership
areas

CONNECT TO MEMBERSHIP LEADS

Contact interested
candidates and
grow your club

ROTARY CLUB HEALTH CHECK

See how your club
is doing and find
remedies for
problem areas

BE A VIBRANT CLUB

Find ideas to
reinvigorate
members

STRENGTHENING YOUR MEMBERSHIP

Create a plan to give
your club a boost

CONNECT FOR GOOD

Inspire members
to explore ways to
get involved

Available for download
www.rotary.org/membership

Integrated Strategic Planning





TEAM

T

TOGETHER

E

EVERYONE

A

ACHIEVES

M

MORE

Online Courses in Learning Center

Rotary's Action Plan and You

- **Strategic Planning Guide**
- **Rotary's Action Plan What Club Can Do**
- **Action Plan Glossary**

Best Practices for Engaging Members

- Engaging Your Members
- Understanding Why Members Resign
- Exit Survey
- Satisfactory Survey
- Improving Retention
- What Make Up Your Club Experiences

Strategies for Attracting New Members

Make Your Club Appealing

- Club Practices
- Service and Social Activities
- Club Assessment
- Improving Club Experiences

New Member Basics

- **Getting Started With the Learning Center**
- **Rotary Basics**
- **Rotary Foundation Basics**
- **Rotary's Action Plan and You**
- **Committing to Diversity, Equity, and Inclusion**

Starting a Club

- **Nine Steps to Starting a Rotary Club**
- **Why Starting a Rotary Club?**
- **How to Get Started**
- **Starting a Rotary Club**
- **Sponsor Clubs**
- **Informational Meetings**
- **Organizing Meetings**
- **Club Meetings**
- **Club charter Cerebrations**

Nurturing New Clubs

- **New Member Orientation**
- **Introducing New Members to Rotary**
- **Understanding Rotary's Structure**
- **Keeping Members Engaged**
- **Getting Members Involved**
- **Getting Familiar With My Rotary**



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