

June 2019

Ideas for strengthening membership



A look at Rotary's prospective members

Why do people join Rotary? What makes them stay in their clubs, and what makes them leave? Rotary conducts the Membership Experience Feedback Survey every year to better understand the needs, interests, and engagement of Rotary's membership. The survey gives insights on each stage of membership — prospective, current, and resigned. In this issue and each of the next two issues of Membership Minute, we'll feature survey results for a different membership stage.

This issue spotlights survey results about Rotary's prospective members:

- Prospective members join Rotary for local and international service, as well as personal and professional development.
- Awareness of and introductions to Rotary begin much earlier than interest in membership.
- Half of membership candidates have a personal connection to a Rotarian.

- People are aware of Rotary, their impressions are positive, and there is strong interest in Rotary membership.
- Younger, diverse professionals and business leaders are attracted to Rotary.
- Barriers to joining Rotary clubs include not being invited, cost and time constraints, and unmet expectations.

Read more about the survey results and learn how you can help create positive early experiences for prospective members in the [Prospective Members Executive Summary](#). The summary has links to resources and offers access to the full survey report.

Watch for survey results about Rotary's current members in Membership Minute's August issue.

2019 Council on Legislation changes to Rotaract

At the Council on Legislation in April, district representatives voted to include Rotaract clubs as a membership type of Rotary International. This action reflects the work that Rotaractors are doing alongside Rotarians to create lasting change in their communities. What does the vote on Rotaract mean? How do Rotaractors benefit from this change? Will this change the Rotaract experience? Find the answers to these questions and more on the Rotaract [FAQ](#) page.

Rotary Citation reporting due 30 June

All activities for the 2018-19 [Rotary Citation](#) need to be completed and reported to Rotary by 30 June. To see your club's progress, sign in to My Rotary and view the [Rotary Citation Recipients Report](#). Under Manage, in Club & District Administration, go to Reports and, in the Awards section, you'll see Rotary Citation. Citation certificates will be distributed in digital format in September. If you have questions about earning your club's citation for 2018-19, write to rotarysupportcenter@rotary.org.

INSPIRATION from  **HAMBURG**

10 things we can all do to grow Rotary

No matter your role, every Rotarian plays an important part in creating a welcoming club environment and growing Rotary. When new members feel like they belong, they stay. What can you do to create a positive member experience? [Learn how](#) The Four-Way Test and the Rotary Code of Conduct can help you “treat people fairly, build better friendships, and create goodwill.”

Is the passport model right for your club?

Passport clubs are increasingly popular in the Rotary world. These clubs offer flexibility that appeals to members with time constraints or those who may want a more varied club experience. Passport clubs allow members to tailor service requirements to their lifestyle and sample different club cultures within their district. [Find out](#) if the passport model is right for your club.



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Membership Minute is a bimonthly newsletter that provides the latest membership trends, strategies, best practices, and resources to help strengthen membership in your clubs. The newsletter is sent to Rotary coordinators, district governors, district membership chairs, club membership chairs, club presidents and subscribers. Please forward this to anyone who may be interested.

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